

Syllabus

Behavioral and Digital Economics for Effective Management (BDEEM)

Course title	Visualization and reporting data tools
Teacher	Juan Pablo Reyes
shared course	No X Yes
Hourly volume	12
Evaluation methods	Individual/Team's report
Course summary	<p>The PowerBI Essentials course is designed to equip participants with the skills and knowledge necessary to effectively utilize PowerBI for data visualization and analysis. PowerBI is a powerful business intelligence tool that allows users to transform raw data into meaningful insights, enabling informed decision-making and data-driven strategies.</p> <p>Throughout the course, participants will learn how to leverage PowerBI's features and functionalities to create visually compelling reports and interactive dashboards. They will gain proficiency in data modeling, data transformation, and data visualization techniques, enabling them to unlock the full potential of their data.</p>
Skills	<p>At the end of this class, students will be able to:</p> <ul style="list-style-type: none"> - Acquire the expertise to locate, aggregate, integrate, and cleanse data from diverse sources using Power BI. - Construct rigorous business intelligence reports and dashboards from raw data, demonstrating a profound understanding of data analysis principles. - Select and employ appropriate charts and visualizations to facilitate accurate data interpretation and facilitate decision-making process. - Develop a comprehensive grasp of the principles of data modeling using DAX. - Enhance efficiency and accuracy by automating manual reporting processes through the intelligent automation capabilities of Power BI.

