

Microsoft Power BI: Data Analysis & AI Dashboards

Professional training programme



SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

In today's data-driven world, organizations must adapt to harness the power of data for informed decision-making. Power BI, a leading business intelligence tool, enables users to convert raw data into valuable insights, empowering decision-makers to make strategic choices. The Microsoft Power BI: Data Analysis & AI Dashboards training course goes beyond the basics, exploring advanced data analytics and AI integration to elevate reporting. Participants will learn how to use Power BI's powerful features for data loading, transformation, and visualization, enabling them to design dashboards that offer clear insights into business performance, opportunities, and challenges. The course focuses on leveraging AI to generate predictive insights and identify hidden patterns, equipping professionals with the tools to forecast trends and understand the factors driving business outcomes. Throughout the program, attendees will gain hands-on experience with advanced DAX calculations, AI-driven visuals, and automated forecasting to build interactive, real-time dashboards that support key decision-making. By mastering these skills, participants will be well-equipped to lead strategic initiatives and foster a culture of data-driven innovation within their organizations. This course is ideal for business analysts, data professionals, and leaders looking to enhance their reporting capabilities and use data as a strategic asset in today's complex business landscape.

Why Attend

This training course will utilise a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. This includes an interactive mixture of lecture-led learning & group discussions.

Who Should Attend

Business analysts, data professionals, and managers seeking to leverage Power BI and AI for data insights

Executives and decision-makers looking to enhance their understanding of data-driven dashboards

Professionals in finance, marketing, sales, and

— Learning Objectives

- Learn to use Power BI to connect, clean, and transform business data
- Develop skills to create dynamic dashboards and reports for in-depth data analysis
- Understand AI and machine learning capabilities in Power BI
- Utilize advanced data modeling and visualization techniques for effective storytelling
- Gain the ability to apply AI-powered analytics to identify trends, forecasts, and patterns

Course Outline

**DAY
1**

Day One: Fundamentals of Power BI and Data Loading

- Introduction to Power BI interface and functionalities
- Connecting to various data sources (databases, cloud, Excel, etc.)
- Data loading, cleaning, and transformation with Power Query Editor
- Hands-on: Setting up and loading data for analysis

**DAY
2**

Day Two: Data Modeling and DAX for Data Analysis

- Overview of data modeling in Power BI for efficient reporting
- Introduction to DAX (Data Analysis Expressions) for calculations and custom measures
- Using DAX to create calculated columns, measures, and more complex formulas
- Hands-on: Building a data model and using DAX for data analysis

**DAY
3**

Day Three: Designing Dashboards for Data Analysis

- Principles of effective data visualization for business insights
- Creating dynamic and interactive dashboards with visuals (charts, KPIs, tables)
- Adding drill-throughs, tooltips, and interactive slicers for user experience
- Best practices in dashboard design for clear and concise data storytelling
- Hands-on: Designing a data analysis dashboard with Power BI visuals

**DAY
4**

Day Four: Integrating AI and Machine Learning in Power BI

- Overview of AI features in Power BI: Q&A visual, AI visuals, and Cognitive Services
- Using the Key Influencers visual to analyze factors impacting outcomes
- AI-driven clustering and segmentation of data for deeper insights
- Applying forecasting models and time-series analysis
- Hands-on: Creating AI-driven visuals to identify patterns and insights

**DAY
5**

Day Five: Advanced Reporting and Publishing AI Dashboards

- Integrating Power BI dashboards with Microsoft Teams and SharePoint
- Publishing and sharing dashboards securely in Power BI Service
- Optimizing dashboards for performance and mobile access
- Final hands-on project: Creating an AI-powered dashboard to demonstrate business insights
- Course wrap-up and Q&A

— Upcoming Classroom Dates

DATE	LOCATION	FEE
12 - 16 October 2026	Barcelona - Spain	€1,925
9 - 13 November 2026	London - United Kingdom	€2,100
14 - 18 December 2026	Munich - Germany	€1,725
18 - 22 January 2027	Barcelona - Spain	€1,925
15 - 19 February 2027	Frankfurt - Germany	€1,625
15 - 19 March 2027	Rome - Italy	€2,125
19 - 23 April 2027	Kuala Lumpur - Malaysia	€1,400
17 - 21 May 2027	Barcelona - Spain	€1,925

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.