

Programme Details of
4 Days Government Certification Training Programme on
“Business Intelligence using Advanced Excel and Power BI”
(Saturdays and Sundays - Online Weekend Batch)



**Training Programme Organized Exclusively for College/University Students
and Certified by:**

NSIC -TSC (National Small Industries Corporation - Technical Services Centre, Okhla,
Delhi), A Government of India Enterprise, under Ministry of Micro, Small and Medium
Enterprises

Conducted: Online through Zoom

Introduction

In the modern era dominated by data, Business Intelligence Experts hold an irreplaceable role, steadily gaining significance across organizations worldwide. As businesses increasingly depend on well-informed choices, these analysts adeptly decode intricate datasets, revealing underlying patterns and emerging trends crucial for strategic understanding. Their skill in converting raw data into practical insights not only boosts operational effectiveness but also elevates companies' competitive standing. Business Intelligence Experts and Analysts serve as key architects in refining organizational strategies, streamlining operations, and nurturing a data-centric environment conducive to innovation and triumph.

Importance of Advanced Excel and Power BI Skills in Business Intelligence

Knowledge of advanced Excel and Power BI is essential for Business Intelligence (BI) for several reasons:

- 1. Data Analysis:** Advanced Excel functions and Power BI tools provide powerful capabilities for analyzing large datasets, performing calculations, and generating insightful visualizations. Business Intelligence Analysts need these skills to extract meaningful insights from data efficiently.
- 2. Data Visualization:** Power BI enables users to create interactive and visually appealing dashboards and reports, making it easier to communicate insights and trends to stakeholders. Knowledge of Power BI allows BI Analysts to present data in a clear and understandable manner, facilitating decision-making processes.
- 3. Data Integration:** Both Excel and Power BI support data integration from various sources, including databases, spreadsheets, and cloud services. Business Intelligence Analysts often need to merge and transform data from different sources to create comprehensive analyses, and proficiency in these tools streamlines this process.
- 4. Automation:** Advanced Excel features such as macros and Power BI's automation capabilities enable BI Analysts to automate repetitive tasks and workflows, saving time and reducing the risk of errors in data analysis and reporting processes.
- 5. Advanced Analytics:** Power BI offers advanced analytics capabilities, including predictive modeling and machine learning integration. Knowledge of these features allows BI Analysts to go beyond basic reporting and uncover deeper insights and predictive trends in the data.

Overall, proficiency in advanced Excel and Power BI is crucial for Business Intelligence Analysts to effectively analyze data, create compelling visualizations, integrate diverse data sources, automate processes, and perform advanced analytics, ultimately driving informed decision-making and organizational success.

Opportunities available within Business Intelligence (BI) for MBAs and Non-tech Professionals

A common misconception is that Business Intelligence (BI) is exclusive to tech experts. In reality, BI welcomes diverse professionals. Its emphasis on data-driven decision-making makes it accessible and valuable for non-tech individuals, offering insights crucial for strategic planning across various industries. Following are the diverse opportunities available for non-tech professionals and individuals with MBAs within the field of Business Intelligence (BI):

1. BI Business Analyst:

- Translate business requirements into BI solutions, facilitating effective decision-making.

2. BI Project Manager:

- Oversee BI projects, ensuring timely delivery and alignment with business goals.

3. BI Consultant:

- Provide expertise to clients, offering BI solutions tailored to their specific needs.

4. BI Product Manager:

- Shape and manage BI products, ensuring alignment with market needs and business objectives.

5. BI Sales and Marketing Specialist:

- Promote BI solutions, translating technical benefits into business value for clients.

6. BI Education and Training Specialist:

- Develop and deliver training programs on BI tools and methodologies.

7. BI Content Creator/Communications Specialist:

- Develop content explaining BI concepts in non-technical terms for diverse audiences.

8. BI Human Resources Specialist:

- Utilize BI for HR analytics, talent acquisition, and workforce planning.

9. BI Finance Analyst:

- Analyze financial data, supporting strategic financial decision-making.

10. BI Operations Analyst:

- Optimize business operations by analyzing and improving processes using BI.

11. BI Customer Insights Analyst:

- Analyze customer data to enhance marketing strategies and improve customer experience.

12. BI Supply Chain Analyst:

- Apply BI to optimize supply chain processes and improve efficiency.

13. BI Risk Analyst:

- Assess and mitigate business risks using BI insights and analytics.

14. BI Social Media Analyst:

- Analyze social media data for marketing insights and brand sentiment analysis.

These roles highlight the diverse opportunities within Business Intelligence that welcome individuals with tech, non-tech backgrounds and MBAs. By leveraging analytical skills and combining them with domain expertise, professionals can contribute meaningfully to the growing field of Business Intelligence.

Demand for Business Intelligence Experts in India

The demand for Business Intelligence (BI) professionals skilled in Excel and Power BI is rapidly increasing in India due to the country's growing adoption of data analytics, expanding IT and business services sector, thriving start-up ecosystem, and government initiatives promoting digital transformation. This demand is further fueled by a focus on skill development, with educational institutions offering relevant courses, and the rise of remote work, opening up global opportunities for BI professionals in India.

As of recent assessments, there is a noticeable supply and demand gap in the field of Business Intelligence Experts in India. The demand for skilled BI analysts has been steadily increasing, driven by the growing importance of data-driven decision-making in businesses. However, the supply of qualified professionals with expertise in Business Intelligence has not kept pace, leading to a discernible gap in the market. This scarcity of skilled BIA professionals underscores the potential opportunities for individuals seeking to enter or advance in this dynamic field.

The annual salary for a Business Intelligence Expert in India averages at INR 8,58,145. The salary range spans from INR 6 lakhs to INR 13 lakhs, with senior analysts earning up to ₹13L/yr. Additional cash compensation for candidates in this role varies from INR 30,000 to 1.3 lakhs per annum.

With a view to accelerate the supply of skilled professionals, National Small Industries Corporation- Technical Services Centre (NSIC-TSC) with its Technical Skill Partner BloomAge Skill India (BSI) is conducting Industry Demand-driven 4 days Government Certification Training Programme on “**Business Intelligence using Advanced Excel and Power BI**” for students, offered through Online mode for maximum participation and benefit.

Objectives of the Training Programme

The main objectives of the Government Certification Training Programme on "Business Intelligence using Advanced Excel and Power BI" are:

- 1. Empower Participants:** Enable participants from management, non-tech, and non-programming backgrounds to gain proficiency in business intelligence concepts and tools.
- 2. Define BI Concepts:** Provide participants with the ability to define Business Intelligence (BI) concepts and understand the role of Market Research in BI processes.
- 3. Master Statistical Analysis:** Equip participants with foundational knowledge in Statistical Analysis and tools required for effective data analysis.
- 4. Develop Data Analysis Skills:** Familiarize participants with basic data analysis principles and Descriptive Statistics, enhancing their analytical capabilities using MS Excel.
- 5. Enhance Reporting and Visualization Skills:** Enable participants to create basic and advanced Excel charts, customize visualizations for effective analysis, and explore various reporting techniques.
- 6. Advance Market Research Skills:** Introduce participants to Inferential Statistics and Advanced Market Research techniques in Excel for deeper insights into business performance.
- 7. Understand Predictive Modeling and Regression Analysis:** Provide participants with an understanding of Predictive Modeling, Regression Analysis, and their applications in forecasting using Excel.

- 8. Apply BI Tools:** Introduce participants to Power BI and its features for data visualization, enabling them to explore charts, graphs, and maps for effective data exploration.
- 9. Utilize Advanced Power BI Techniques:** Familiarize participants with Data Analysis Expressions (DAX), Power Q&A functionality, and Power Query editor for advanced data manipulation and analysis.
- 10. Create Interactive Dashboards and Reports:** Enable participants to design interactive visualizations, dashboards, and reports in Power BI, incorporating AI-powered insights and data storytelling features.
- 11. Capstone Project:** Provide participants with an opportunity to apply their acquired skills and knowledge to a comprehensive Capstone Project, ensuring practical implementation and consolidation of learned concepts.

Course Content

This meticulously crafted training program offers participants a comprehensive understanding of Business Intelligence (BI), covering foundational principles to advanced techniques essential for industry demands. Through modules focusing on topics like Business Analytics concepts, Advanced Excel, Predictive Modeling, and Data Visualization with Power BI, participants gain vital skills for decision-making and analysis. The inclusion of a Capstone Project not only deepens understanding but also validates learning, enhancing competitiveness in job interviews and real-world applications. With hands-on practice sessions and projects such as sales forecasting and customer segmentation visualization, participants acquire practical experience crucial for success in the field. Following topics are covered during the Training Programme:

Module 1: Foundations of Business Analytics

Topics Covered:

- Overview of Business Analytics concepts and tools
- Understanding the analytics process and its importance in decision-making
- Introduction to MS Excel and Power BI for business analytics

Module 2: Advanced Excel and Predictive modeling for business analytics

Topics Covered:

- PivotTables and PivotCharts for data analysis and visualization
- Correlation and regression
- Multiple Regression analysis for forecasting
- Forecasting functions and sheets

Independent hands-on practice on:

1. Conduct regression analysis on sales data to forecast future sales performance.
2. Stock Market Time Series Analysis: Identify trends & patterns in market data.

Module 3: Data Visualization with Power BI

Topics Covered:

- Introduction to Power BI and its features for data visualization
- Various charts, graphs and maps used for data visualization
- Utilizing filters, slicers, and drill-downs for data exploration

Independent hands-on practice on:

1. Customer Segmentation Visualization: Utilize Power BI to visually segment customers based on behavior and demographics for targeted strategies.

Module 4: Advanced Power BI Techniques

Topics Covered:

- Introduction to Data Analysis Expressions (DAX) for advanced calculations
- Analyzing the Power Q&A functionality in Power BI
- Introduction to Power Query editor for data manipulation

Module 5: Creating interactive dashboards and reports

Topics Covered:

- Creating interactive visualizations and dashboards in Power BI
- Utilizing AI-powered insights and data storytelling features in Power BI

Independent Hands-On Practice and Presentation

1. Interactive Sales Dashboard Creation: Design dynamic Power BI dashboards for sales analysis, enabling user interaction and insights.

Module 6. Capstone Project:

- Participants will apply the acquired skills and knowledge to a comprehensive Capstone Project, ensuring practical implementation and consolidation of the learned concepts.

Learning Outcomes

Upon completion of this specialized program, individuals can expect to attain a robust skill set and practical understanding of key concepts of Business Intelligence. They will acquire:

1. Comprehensive understanding of Business Intelligence concepts and tools.
2. Proficiency in data analysis using MS Excel and Power BI.
3. Effective data visualization skills for informative reporting.
4. Competence in market research methodologies and analysis techniques.
5. Advanced Power BI techniques such as DAX and Power Query.
6. Application of acquired skills through a comprehensive Capstone Project.

Certification

Certificate will be issued by NSIC -TSC (National Small Industries Corporation - Technical Services Centre, Okhla), A Government of India Enterprise, under Ministry of Micro, Small and Medium Enterprises.

Who Should Attend

The course is suitable for students across various domains, including:

1. Management Graduates and MBA/PGDM/BBA Students
2. Social Sciences and Humanities students
3. Law students
4. Computer Science, BCA, MCA or any other student interested in becoming Business Intelligence Analyst

Fees

The fees of the 4 Days Online Government Certification Training programme on “Business Intelligence using Advanced Excel and Power BI” for College/University students is **₹ 3,500 per participant (inclusive of all)**. This is inclusive of Training fees, Capstone Project, Course material in soft copy, study material and certificate issued by NSIC -TSC (National Small Industries Corporation - Technical Services Centre, Okhla), A Government of India Enterprise, under Ministry of Micro, Small and Medium Enterprises. The same Professional Training Programme is conducted for the professionals and general public at ₹ 6,000 per participant.

Note - The Government Certification Training programme on “Business Intelligence using Advanced Excel and Power BI” is conducted by NSIC-TSC in partnership with its Technical Skill Partner BloomAge Skill India (BSI).

Scan the given QRCode to pay the fees of **₹ 3,500 for 4 Days Online Government Certification Training programme on “Business Intelligence using Advanced Excel and Power BI”**

[bloomage skill india](https://www.bloomage-skill-india.com)

VPA: 9818085814@kbi



SCAN QR CODE TO PAY

Benefits of attending the Training programme

The main benefit of attending this program lies in its pioneering approach because it's a First of its kind tailored specifically for Management and non-tech professionals.

1. The government certification, coupled with a Capstone Project, adds substantial validity and recognition to the acquired skills, enhancing participants' credibility in the job market.

2. The program's affordability, characterized by lower fees, makes it accessible to a broader audience.
3. Additionally, the online mode of delivery ensures comfort and convenience for participants, allowing them to acquire valuable Business Intelligence learning knowledge without disrupting their professional commitments. Overall, this program stands as a unique and accessible opportunity for Management and non-tech professionals to upskill in the dynamic fields of Business Intelligence.

Registration

Please scan the QR Code to fill the registration form:



Alternatively, the participants can fill and submit the Registration form through the following link: <https://forms.gle/syhALbesLaHNybts6>

The registered participants will be added to Whatsapp group for regular updates and information.

Contact Details

For more details, contact Ms. Parul Puri, Project Coordinator and an Accredited Master Trainer from Government of India.

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Venue: Zoom Video

Video recordings of all the sessions are shared with participants through Google Drive.

Timings: 10:00 am to 1:30 pm

Days: Weekend Batch