



Consulting and Training | Reach New Heights

Course Name

Power BI for Stakeholder Engagement and Business Process Insights

Sector Name

Sales, Marketing and Customer Service

Document Type

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Power BI for Stakeholder Engagement and Business Process Insights

Course Introduction

Power BI is a powerful tool that enables professionals to transform raw data into actionable insights. This course equips participants with the skills to analyze, visualize, and communicate data effectively to diverse stakeholders. Participants will learn how to create impactful dashboards, interpret complex data, and use insights to optimize business processes and support decision-making. The program emphasizes clarity, storytelling with data, and applying analytics to real business challenges.

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Power BI for Stakeholder Engagement and Business Process Insights

Target Audience

- ✓ Project Management Office (PMO)
- ✓ Finance and Management Reporting

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Power BI for Stakeholder Engagement and Business Process Insights

Learning Objectives

- ✓ Use Power BI to analyze and visualize complex business data.
- ✓ Communicate insights effectively to diverse internal and external stakeholders.
- ✓ Apply advanced visualization techniques to highlight key business trends.
- ✓ Translate data into actionable recommendations to optimize business processes.
- ✓ Enhance stakeholder engagement through clear, data-driven storytelling.
- ✓ Support decision-making and continuous improvement using analytics.

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Course Outline

✓ DAY 01

Introduction to Power BI and Data Fundamentals

- ✓ Overview of Power BI and its role in business intelligence
- ✓ Understanding data sources: structured and unstructured data
- ✓ Connecting, importing, and cleaning data for analysis
- ✓ Principles of effective data interpretation
- ✓ Aligning Power BI insights with stakeholder needs

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Course Outline

✓ Day 02

Data Modeling and Advanced Analytics

- ✓ Building relationships between datasets
- ✓ Introduction to DAX (Data Analysis Expressions) for calculations
- ✓ Creating key metrics and KPIs to monitor business performance
- ✓ Techniques for analyzing trends, patterns, and anomalies
- ✓ Using data to support strategic decision-making

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Course Outline

✓ Day 03

Data Visualization Best Practices

- ✓ Principles of visual storytelling and dashboard design
- ✓ Selecting the right visualizations for different types of data
- ✓ Designing dashboards for clarity, impact, and stakeholder engagement
- ✓ Integrating interactivity and drill-down features
- ✓ Avoiding common pitfalls in data presentation

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Course Outline

✓ Day 04

Communicating Insights to Stakeholders

- ✓ Tailoring data communication for different audiences
- ✓ Using dashboards and reports to influence decisions
- ✓ Techniques for presenting complex data simply and effectively
- ✓ Storytelling with data to highlight business process insights
- ✓ Enhancing collaboration through shared reports and dashboards

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Course Outline

✓ Day 05

Business Process Optimization with Power BI

- ✓ Identifying process inefficiencies using data insights
- ✓ Linking data analysis to actionable process improvement initiatives
- ✓ Monitoring and measuring impact of process changes
- ✓ Continuous improvement using feedback and performance tracking

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 14, 2026	June 18, 2026	5 days	4250.00 \$	KSA , Riyadh
Nov. 22, 2026	Nov. 26, 2026	5 days	2150.00 \$	Virtual , Online

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