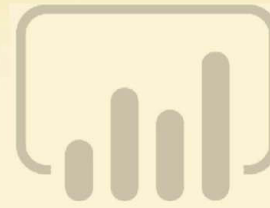


# Online Workshop Dynamic Financial Decision Using Power BI

National CPD Committee in collaboration with Lahore Baranch Council is going to organize a Workshop on Dynamic Financial Decision Using Power BI.



## WHAT PARTICIPANTS WILL LEARN

- Conduct Dynamic Financial Ratios with Advance Analytics
- Conduct Dynamic Du Pont Analysis with Advance Analytics.
- Understand the Basics of Scenario Analysis.
- Apply Scenario Analysis to Business and Financial data
- Business Performance Insight with Time Intelligence Functions.
- Explore awesome Power Query and Data Modeling techniques.
- Explore DAX Language which is the backbone of Advance Data Analytics
- Explore Data Visualization Techniques for Data-Storytelling.
- Create cherished insights for your clients and/or your company.

## WHO SHOULD ATTEND

- Head of Department like CFO, Director Finance, Director Accounts etc.
- Middle Management like Managers, Financial Analyst, Business Analyst Assistant Managers etc.
- Others like Finance students, Consultants Businessmen, Entrepreneur etc.

## TRAINER'S PROFILE



### Muhammad Kashif, ACMA

International Corporate Trainer  
 Managing Partner – Kaizen Analytic LLP

He is a Financial Planning & Analysis (FP & A) and Business Intelligence (BI) Expert with over 20 years of experience in corporate finance and capacity building in Pakistan (In-person) and virtually across the globe.

He has been engaged in corporate training and capacity-building program in the following fields

- Data Wrangling / Automation • Data Analytics • Data Visualization • Storytelling

He is an International Power BI Trainer who has conducted live online training sessions with over 1200+ participants in 56 countries through the Zoom Platform to business professionals mostly from South East Asia, the Middle East, and European Countries.

He has also conducted corporate training [online and in-person] in Pakistan like Packages Ltd, Meezan Bank, Pak Suzuki Ltd, ICI Pakistan Ltd, CCL, Zong Ltd, Sapphire Fibers Ltd, Allied Bank Ltd, Security Papers Ltd, Servis Ltd, Macter International Ltd, etc.

He has also provided corporate online training in global entities like Tabuk Pharmaceutical Company [Egypt], Muriya Tourism Development [Oman], Leader Group [Saudi Arabia], Hellman Worldwide Logistic [UAE], Leejam Sport [Saudi Arabia], Trust Circle [Bahrain], Hub of Finance Transformation [UAE], Pelmorex [Canada].

He is also an International UdeMy Instructor of Power BI and his course "Advance Sales Analytics for Decision Making with Power BI" has been enrolled by 19,500 + students in 151 countries.

June 2024		
MON	TUE	WED
3	4	5
10	11	12
17	18	19
24	25	26

Timing: 08:00 pm to 10:00 pm PKT (+5GMT)

## Contact for Registration & Information:

### Maqsood un Nisa

Assistant Director, CPD  
 Tel: 021-99244074  
 Cell: 0331-3021941  
 Email: maqsood.unnisa@icmap.com.pk

### Habib-ullah Anwar Shami

Officer, CPD  
 Tel: 042-99214691-93 Ext: 31, UAN: 042-111-042-CMA(262)  
 Cell: 0333-8306003  
 Email: cpd\_lhr@icmap.com.pk

## PROGRAM DETAILS

Registration Link:

[bit.ly/3U1qn19](http://bit.ly/3U1qn19)



CPD:  
24 Hours

Investment:

Members	Rs. 12,000
Female & Senior Members	Rs. 10,000
ICMA Students	Rs. 8,000
Non Members	Rs. 20,000





## LEARNING OUTCOME

- Extract Insights from Raw Data
- Automate regular Business Reports
- Understand key features of Power BI (Business Intelligence Software)
- Understand and Implement DAX (Data Analysis Expressions) Functions
- Understand and Implement Data Modeling
- Understand Data Visualization Concept

## BROADER COURSE OUTLINE

- Data Analytics and Data Visualization techniques for Finance Professionals
- Data Connectivity and Transformation
- Power BI Desktop Tools
- Power Query, Data Modeling and DAX Language
- Dashboard Design Techniques
- Advance Case Study for better understanding

## LEARNING OUTCOME

### Session 01

Introduction of Power BI and Artificial Intelligence Visuals:

#### Hands-on Training:

- Step-by-step guidance for connecting Databases through Power BI along with creating Calendar Table
- Artificial Intelligence Visual Dashboard

### Session 02

Explore Power BI Visuals & Basic DAX Function

#### Hands-on Training:

- Explore the features of Power BI visuals
- Learn how to write DAX Functions

### Session 03

Explore Time Intelligence-related Business Analysis:

#### Hands-on Training:

- Time Intelligence Analysis using DAX

### Session 04

Real-Life Business Analysis [based on Time Intelligence]:

#### Hands-on Training:

- Enhanced visualizations and dynamic conditional formatting using DAX

### Session 05

Explore the use of What if Parameters in Business Analysis:

#### Hands-on Training:

- Create a Dynamic Quadrant Analysis Dashboard with What-if Parameters.

### Session 06

Automation of Business Reports – Intro of Power Query:

#### Hands-on Training:

- Step-by-step guidance for automation of regular report using User Interface [UI] of Power Query

### Session 07

Explore the Power of “M Language” and Bifurcation of Annual Budget into Daily Level Budget using Power Query and M Language:

#### Hands-on Training:

- Step-by-step guidance for Performance Analysis Dashboard for regular business analysis.

### Session 08

Ensure Apple-to-Apple Comparison using DAX:

#### Hands-on Training:

- Step-by-step guidance for Performance Analysis Dashboard for regular business analysis.

### Session 09

Implement IBCS\* inspired charts for Advanced Performance Analysis:

#### Hands-on Training:

- Step-by-step guidance for the creation of IBCS inspired chart for Advanced Performance Analysis

### Session 10

Create Income Statement Analysis [Actual vs Budget vs Last Year] and use of Income Statement Template:

#### Hands-on Training:

- Step-by-step guidance for the creation of Income Statement Analysis [Actual vs Budget vs Last Year].

### Session 11

Balance Sheet Analysis and use of Balance Sheet Template:

#### Hands-on Training:

- Step-by-step guidance for the creation of Balance Sheet Analysis Dashboard.

### Session 12

Data Visualization Techniques and Simple “Number” to “Storytelling”:

#### Hands-on Training:

- Step-by-step guidance for creating Storytelling Dashboards and Reports.

## WEEKLY ASSIGNMENTS

- Week-1 Sales and Customer Analysis
- Week-2 Basic Production Costing
- Week-3 Ratios and Du Pont Analysis
- Week-4 Data Visualization

With warm regards:

**Awais Yasin, FCMA**

Honorary Treasurer

Chairman National CPD Committee