



**Report on the “Power Business Intelligence” at
Atharva Institute of Management Studies, Mumbai.**



Activity / Event Report

Name of Event	: Power BI
Date(s) of Conduction	: 26/12/2023 – 02/01/2024
Class / Semester	: MMS Batch 2022-2024 / Semester-III, All Specialization
Number of Students participated:	88
Faculty coordinator	: Dr. Swati Agrawal Dr. Aparna Ger
Coordinator/committee	: Dr. Vaibhav Patil Prof. Ketan Sutaria
Event Mentor/Guide	: Dr. D. Henry Babu (Director, AIMS)

1. Report:

The Power BI session for MBA students aimed to equip participants with essential skills in data visualization, analysis, and reporting. The session emphasized the importance of leveraging data for informed decision-making in business environments. The course taught students about Power BI, a potent tool for business analytics, and gave them practical experience building interactive dashboards. The instructors were able to show how Power BI integrates with different data sources and how it helps facilitate data-driven decision-making.

The session was conducted for 5 days i.e 27th December, 2023 to 02nd January, 2024:

Date	Time	Specialization
27 th December, 2023	8.30AM – 12.30PM	Finance and Human Resource
	1.30PM – 5.30PM	Human Resource, Operation, Systems
28 th December, 2023	8.30AM – 12.30PM	Finance and Human Resource
	1.30PM – 5.30PM	Human Resource, Operation, Systems
29 th December, 2023	8.30AM – 12.30PM	Finance and Human Resource
	1.30PM – 5.30PM	Human Resource, Operation, Systems
30 th December, 2023	8.30AM – 12.30PM	Finance and Human Resource
	1.30PM – 5.30PM	Human Resource, Operation, Systems
02 nd January, 2024	8.30AM – 12.30PM	Finance and Human Resource
	1.30PM – 5.30PM	Human Resource, Operation, Systems

The students have gained strong data analysis and visualization abilities with Power BI. They are now equipped with skill of turning unstructured data into insightful knowledge that will help them make better business judgments. The session has provided practical, hands-on experience with a widely used business intelligence tool. This real-world application enhanced the students' ability to apply theoretical concepts to actual business scenarios.

They were able to utilize Power BI for market and competitive analysis, helping our students gain insights into market trends, customer behavior, and the competitive landscape. This information is valuable for strategic planning and positioning. The students' enhanced ability to analyze and make decisions has led to a greater need for them to examine the data during the session. Students will be able to use the tool to find patterns, trends, and outliers that may have an impact on strategic choices.

Key Takeaways

1. Data Visualization Importance

Using Power BI, students were able to produce engaging and interactive visualizations that facilitate improved decision-making. Most likely, the presentation brought to light how crucial it is to select appropriate visualizations for a variety of data types.

2. Data Preparation and Cleaning

Students were taught about importing, cleaning, and transforming data in Power BI to ensure accurate and meaningful analyses.

3. Dashboard and Report Creation

Students learned how to design and build these components, including arranging visuals, creating slicers for interactivity, and ensuring a cohesive and insightful presentation of data.

4. Sharing and Collaboration

Students gained knowledge of Power BI's collaborative features, which include team members' report and dashboard sharing. They also knew how to securely share insights, work together on analyses with others, and publish reports to the Power BI service.

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