Advanced Power BI for Corporate Reporting and Dashboards Training Course



19 - 23 Oct 2026

Casablanca

4500 € (Per Person)

Ref: #BUI1442_270745

Course Introduction / Overview:

This course is meticulously designed to elevate your Power BI skills from proficient to expert, focusing on the complex demands of corporate reporting and dashboard creation. In today's data-driven landscape, the ability to not just present data but to tell a compelling, actionable story is paramount for strategic decision-making. This program moves beyond the fundamentals to immerse participants in advanced data modeling, sophisticated DAX patterns, and performance optimization techniques essential for enterprise-level solutions. We will explore the methodologies advocated by data analytics experts like Alberto Ferrari and Marco Russo, authors of "The Definitive Guide to DAX," to build robust, scalable, and efficient data models. Participants will learn to transform raw data into insightful, interactive dashboards that drive business intelligence and operational excellence. At BIG BEN Training Center, we provide a hands-on, practical learning environment where you will tackle real-world business problems, ensuring you can immediately apply these advanced concepts to create high-impact corporate reports that inform and persuade stakeholders at all levels of the organization. This training is your gateway to mastering the full analytical power of Power BI for enterprise environments.

Target Audience / This training course is suitable for:

- Data Analysts and Business Intelligence Professionals.
- Financial Analysts and Controllers.
- IT Professionals and Data Managers.
- Marketing and Sales Analysts.
- Operations Managers and Supply Chain Analysts.
- Human Resources Analysts.
- Project Managers seeking data-driven insights.
- Business Leaders and Department Heads.

Target Sectors and Industries:

- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Retail and E-commerce.
- Manufacturing and Logistics.
- Technology and Telecommunications.
- Consulting and Professional Services.
- Energy and Utilities.
- Governmental and Public Sector Organizations.

Target Organizations Departments:

- Finance and Accounting Departments.
- Sales and Marketing Departments.
- Operations and Supply Chain Management.
- Human Resources Departments.
- Information Technology and BI Teams.
- Executive Management and Strategy Units.
- Customer Service and Support Departments.
- Research and Development Departments.

Course Offerings:

By the end of this course, the participants will have able to:

- Master advanced data transformation techniques using Power Query and the M language.
- Design and implement complex and scalable data models using star schema best practices.
- Write sophisticated DAX formulas for complex calculations and time intelligence analysis.
- Develop compelling and interactive corporate dashboards with advanced visualization techniques.
- Implement row-level security (RLS) to manage data access within the organization.
- Optimize Power BI reports for performance, speed, and efficiency.
- Publish, manage, and share reports effectively using the Power BI Service.
- Integrate data storytelling principles to create impactful and persuasive reports.
- Troubleshoot common data modeling, DAX, and performance issues in Power BI.
- Automate data refresh schedules and manage gateways for enterprise deployment.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, practical, and highly interactive, ensuring participants gain tangible skills. This course moves beyond theoretical lectures to a hands-on, lab-intensive environment where participants work with real-world, complex datasets that mirror corporate challenges. Each module is structured around practical case studies, requiring participants to apply learned concepts to solve specific business problems, from financial consolidation to sales performance analysis. The learning process is reinforced through collaborative teamwork, group discussions, and peer-to-peer feedback, fostering a dynamic and supportive educational atmosphere. Our expert instructors facilitate interactive sessions, providing personalized guidance and encouraging critical thinking. Participants will build a comprehensive corporate dashboard from scratch over the five days, applying new skills incrementally. This project-based approach ensures a deep understanding of the entire BI workflow, from data ingestion and modeling to visualization and deployment. Continuous feedback and Q&A sessions are integral to our method, guaranteeing that every participant masters the advanced capabilities of Power BI.

Course Agenda (Course Units):

Unit One: Advanced Data Transformation and Preparation

- Foundations of Self-Service ETL with Power Query.
- Advanced data shaping and cleansing techniques.
- Working with the M language for custom transformations.
- Managing query dependencies and parameters.
- Data profiling and quality assessment strategies.
- Combining and merging disparate data sources effectively.
- Implementing incremental refresh for large datasets.

Unit Two: Sophisticated Data Modeling and DAX

- Principles of dimensional modeling and star schema design.
- Managing complex relationships and cardinality.
- Introduction to advanced DAX concepts and evaluation contexts.
- Mastering CALCULATE and advanced filter modifications.
- Time intelligence functions for trend and period-over-period analysis.
- Implementing DAX patterns for common business calculations.
- Creating calculated tables and dynamic segmentation.

Unit Three: Advanced Visualization and Dashboard Design

- Principles of effective data visualization and storytelling.
- Utilizing bookmarks, selections, and drill-through for interactivity.
- Designing dynamic and user-friendly report layouts.
- Working with custom visuals from the marketplace.
- Implementing advanced formatting and theming for corporate branding.
- Creating dynamic tooltips and report page navigation.
- Gathering user requirements for effective dashboard design.

Unit Four: Power BI Service, Governance, and Security

- Deploying and managing content in the Power BI Service.
- Configuring workspaces, apps, and sharing strategies.
- Implementing and managing row-level security (RLS) models.
- Configuring scheduled data refreshes and gateways.
- Understanding Power BI licensing and capacity management.
- Monitoring usage metrics and report performance.
- Establishing a data governance framework for Power BI assets.

Unit Five: Performance Optimization and Enterprise Solutions

- Identifying and resolving performance bottlenecks in Power BI.
- Optimizing data models using VertiPaq Analyzer.
- Writing efficient DAX code to improve query performance.
- Best practices for managing large and complex datasets.
- Integrating Power BI with other tools like Python and R for advanced analytics.
- Capstone Project: Building a comprehensive corporate dashboard.
- Final project presentation and peer review session.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

What unique qualities does this course offer compared to other courses?

Beyond technical proficiency, how can the design of corporate dashboards influence organizational culture and mitigate decision-making biases?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing squarely on the application of Power BI within a complex corporate framework, moving beyond the technical "how-to" to address the strategic "why" and "what if". While many courses teach the functions of Power BI, our curriculum is built around real-world enterprise challenges such as data governance, scalability, performance optimization for massive datasets, and implementing robust security models. We emphasize the art of data storytelling, teaching participants how to construct narratives that resonate with executive leadership and drive strategic action, rather than simply presenting data points. The curriculum is deeply rooted in established data warehousing and business intelligence principles, ensuring the solutions participants build are not only visually appealing but also architecturally sound and sustainable. Furthermore, the course integrates a capstone project where participants design and build a comprehensive solution for a realistic business scenario, consolidating their learning into a tangible portfolio piece. This holistic approach ensures graduates are prepared not just as Power BI technicians, but as strategic data advisors capable of leading BI initiatives within their organizations.