EXECUTIVE PROGRAM

Storytelling with Data

Unleashing the power of Business Intelligence & Analytics with Dashboards

NOVA IMS Executive Education
Information Management School

In partnership with:

Microsoft | Power BI

The main goal of the program "Storytelling with Data - Unleashing the power of Business Intelligence & Analytics with Dashboards" is to show the decision support capabilities enhanced by the use of Business Intelligence & Analytics platforms and support the construction of dashboards that meet today's decision-making challenges in real-time wherever we are, taking advantage of the best and latest technologies available in the market.

GOALS

- Understanding the decision support capabilities of dashboards supported by Business Intelligence & Analytics platforms and equipping participants with the knowledge to build dashboards that meet the specific needs of their organizations by following best practices and taking advantage of the latest developments in technology available to us;

- Understanding the Business Intelligence & Analytics process;

- Understanding the role of analytical applications, performance monitoring of organizations, and visualization tools in the process of Information Discovery and Storytelling with Data;

- Identifying and building the key indicators of analytical applications in an organizational context;

- Designing dashboards that support the storytelling of relevant information for decision-making (in PowerBI).

DELIVERABLES

At the end of the course, participants will have produced the "CxODashboard", a dashboard built throughout the course that demonstrates the effective potential of this approach to meet the governance challenges of your organization, taking advantage of a Business Intelligence & Analytics approach.

WHO IS IT FOR?

Taking into account the democratization of access to Business Intelligence & Analytics platforms in modern organizations, the acquisition of knowledge in the production of dashboards that allow, according to the specific needs of the user, to respond to the current challenges of being able to monitor in real-time the performance of the organization makes.

This course is an opportunity for all those who in a professional context need to have information to support decision-making effectively, efficiently, and anywhere at their disposal.

PROGRAM

This intensive course is divided into two components:

- An initial introduction component to Business Intelligence, where the latest developments related to the decision support capabilities enhanced by the use of Business Intelligence & Analytics platforms and the fundamental role of dimensional data modeling for building dashboards will be presented;

- An application component, where we intend to design and build a prototype of the organization's governance dashboard, including identifying the indicators (KPIs), what information is needed to obtain them, and how they should be presented to users.

The course will be supported by the use of Microsoft Power BI technology, covering Power BI, Power BI Desktop, and Power BI Mobile.

BUSINESS INTELLIGENCE & ANALYTICS

Business Intelligence & Analytics;

Challenges and opportunities;

Data models and characteristics;

Dimensional modeling
(data organization to support analysis);

Visualization Rules.

POWER BI

Introduction to the Power BI ecosystem
(Power BI; Power BI Desktop; Power BI Mobile);

Installation and implementation;

Connections to data sources;

Formatting Data;

Combining Data;

Creating Reports and Visualizations;

Combining Reports and Visualizations in Dashboards;

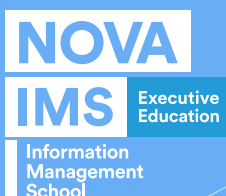Publishing and sharing your work;

Advanced Topics.

COORDINATION

MIGUEL DE CASTRO NETO
PROFESSOR AT THE NOVA UNIVERSITY OF LISBON

Organizations today face a dual challenge: how to create value from the growing volumes of data at their disposal and how to deliver that data in the form of information to support decision-making. This course addresses these challenges and, taking advantage of the latest developments in the field of data visualization, will equip participants with the knowledge needed to build dynamic and interactive dashboards in their organizations that can drive action anywhere, anytime.

CONTACTS

If you need more information about this program, please contact:

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Learn more at:
www.novaims.unl.pt/storytelling-with-data

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