



DATA ANALYTICS & BUSINESS INTELLIGENCE

SQL . ADVANCED EXCEL . POWER BI . TABLEAU . DATA STORAGE . FINANCIAL . AI AND

DURATION

340 Hours

LEVEL

**Beginner to
Advanced**

MODULES

13

MODE

**Classroom •
Online • Hybrid**

01 COURSE OVERVIEW

A complete analytics and business intelligence programme built around SQL, Excel, Power BI and Tableau. The programme starts with business intelligence concepts and SQL, moves through advanced Excel, data cleaning and preparation, then gives 75 hours to Power BI and Tableau. Later modules cover visualisation practice, business and financial analytics, Python for analytics, AI for business intelligence, and data warehousing.

Every module is taught on business data — sales, HR, finance, retail and manufacturing sets — and produces a dashboard or report the learner keeps. The final 40 hours are industry projects.

WHO IT IS FOR

Analysts and MIS executives working in Excel today
Finance, HR and operations staff who report on data
Graduates targeting analyst roles
Managers who commission dashboards

PREREQUISITES

Basic computer knowledge. No prior SQL or programming experience assumed.

02 LEARNING OUTCOMES

01 Write analytical SQL with joins, window functions, CTEs and subqueries.

03 Clean, validate and integrate business data through an ETL workflow.

05 Build and publish Power BI reports with row-level security and refresh.

07 Choose the right chart and design dashboards that read at a glance.

09 Use Python and AI tools for statistical analysis and automated reporting.

02 Automate spreadsheet work with Power Query, Power Pivot and macros.

04 Model data in star and snowflake schemas and write advanced DAX.

06 Build Tableau dashboards and data stories from blended sources.

08 Analyse sales, customer, HR and financial performance against KPIs.

03 MODULE STRUCTURE

13 MODULES

01 INTRODUCTION TO DATA & BUSINESS INTELLIGENCE 10 HOURS

Introduction to Data Analytics

Business Intelligence (BI)

Descriptive

Predictive

Data-Driven Decision Making

Data Lifecycle

Data vs Information

Types of Analytics

Diagnostic

Prescriptive

BI Architecture

Roles in Data Analytics

PRACTICAL

BI ENVIRONMENT SETUP

INTRODUCTION TO POWER BI & TABLEAU

02 SQL FOR DATA ANALYTICS

35 HOURS

Database Fundamentals

SQL Installation

DDL, DML, DCL, TCL Commands

Constraints

Aggregate Functions

HAVING

Subqueries

Stored Procedures

Indexes

Common Table Expressions (CTE)

RDBMS Concepts

Data Types

CRUD Operations

Joins

GROUP BY

ORDER BY

Views

Functions

Window Functions

Query Optimization

DATABASES

MYSQL

POSTGRESQL

SQL SERVER

PRACTICAL

CUSTOMER DATABASE

SALES DATABASE

HR DATABASE

03 MICROSOFT EXCEL (ADVANCED)

30 HOURS

Advanced Formulas

Lookup Functions

XLOOKUP

Conditional Formatting

Pivot Charts

Power Pivot

Dashboards

VBA Basics

Named Ranges

VLOOKUP

INDEX & MATCH

Pivot Tables

Power Query

Data Cleaning

Macros

Excel Automation

PRACTICAL

SALES DASHBOARD

FINANCIAL DASHBOARD

HR DASHBOARD

04 DATA CLEANING & PREPARATION

20 HOURS

Data Collection

Duplicate Records

Data Transformation

ETL Process

Data Profiling

Missing Values

Outlier Detection

Data Validation

Data Integration

TOOLS

EXCEL POWER QUERY

SQL

Power BI

PRACTICAL

CLEAN REAL BUSINESS DATA

ETL WORKFLOW

05 POWER BI

40 HOURS

Introduction to Power BI

Data Import

Data Modeling

Star Schema

DAX Fundamentals

Power Query

Filters & Slicers

Bookmarks

Reports

Power BI Service

Scheduled Refresh

Power BI Desktop

Data Transformation

Relationships

Snowflake Schema

Advanced DAX

Visualizations

Drill Through

Dashboards

Publishing

Row-Level Security (RLS)

PRACTICAL

EXECUTIVE DASHBOARD

SALES ANALYTICS DASHBOARD

HR ANALYTICS DASHBOARD

MANUFACTURING DASHBOARD

06 TABLEAU

35 HOURS

Tableau Desktop

Data Blending

Calculated Fields

Sets

Hierarchies

Maps

Storytelling

Tableau Public

Connecting Data Sources

Joins

Parameters

Groups

Charts

Dashboards

Tableau Server

PRACTICAL

BUSINESS DASHBOARD

MARKETING DASHBOARD

FINANCIAL DASHBOARD

07 DATA VISUALIZATION

20 HOURS

Visualization Principles

Color Theory

Chart Selection

Storytelling with Data

Accessibility

Bar Chart

Pie Chart

Scatter Plot

Treemap

Funnel Chart

Geographic Maps

Dashboard Design

KPI Design

Interactive Reports

Mobile Dashboards

Charts

Line Chart

Donut Chart

Heat Map

Waterfall Chart

Gauge Chart

PRACTICAL

INTERACTIVE EXECUTIVE DASHBOARD

08 BUSINESS ANALYTICS

25 HOURS

Business Metrics

Customer Analytics

Marketing Analytics

Operations Analytics

Forecasting

Decision Support Systems

KPI Design

Sales Analytics

HR Analytics

Supply Chain Analytics

Trend Analysis

PRACTICAL

SALES PERFORMANCE ANALYSIS

CUSTOMER RETENTION DASHBOARD

09 FINANCIAL ANALYTICS

25 HOURS

Financial Statements

Balance Sheet Analysis

Budgeting

Variance Analysis

ROI Analysis

Break-even Analysis

Profit & Loss Analysis

Cash Flow Analysis

Forecasting

Financial KPIs

Cost Analysis

Risk Analysis

PRACTICAL

FINANCIAL PERFORMANCE DASHBOARD

BUDGET FORECAST DASHBOARD

10 PYTHON FOR DATA ANALYTICS

25 HOURS

Python Basics

Pandas

Plotly

Data Visualization

Excel Automation with Python

NumPy

Matplotlib

Data Cleaning

Statistical Analysis

PRACTICAL

ANALYZE BUSINESS DATA

GENERATE AUTOMATED REPORTS

11 AI FOR BUSINESS INTELLIGENCE

20 HOURS

Introduction to AI in BI

AI-Powered Dashboards

AI-Assisted Data Cleaning

Automated Report Generation

Generative AI for Reporting

Natural Language Queries

Predictive Analytics

AI-Based Business Insights

AI TOOLS

CHATGPT

MICROSOFT COPILOT

POWER BI COPILOT

TABLEAU AI

GOOGLE GEMINI

PRACTICAL

AI-GENERATED BUSINESS REPORTS

NATURAL LANGUAGE DASHBOARD QUERIES

AI-ASSISTED KPI ANALYSIS

12 DATA WAREHOUSING & ETL

15 HOURS

Data Warehouse Concepts

ETL vs ELT

Snowflake Schema

Data Pipelines

Data Mart

Star Schema

OLTP vs OLAP

PRACTICAL

CREATE A DATA WAREHOUSE MODEL

ETL WORKFLOW DESIGN

13 CAPSTONE PROJECTS

40 HOURS

INDUSTRY PROJECTS

EXECUTIVE BUSINESS DASHBOARD

RETAIL SALES ANALYTICS DASHBOARD

FINANCIAL PERFORMANCE DASHBOARD

HR ANALYTICS DASHBOARD

CUSTOMER CHURN ANALYSIS

SUPPLY CHAIN ANALYTICS

MARKETING CAMPAIGN DASHBOARD

HOSPITAL ANALYTICS DASHBOARD

BANKING ANALYTICS DASHBOARD

MANUFACTURING KPI DASHBOARD

04 TOOLS & TECHNOLOGIES COVERED

DATABASES

MYSQL

POSTGRESQL

MICROSOFT SQL SERVER

ANALYTICS TOOLS

MICROSOFT EXCEL (ADVANCED)

PROGRAMMING

SQL

PYTHON

PANDAS

NUMPY

TABLEAU

EXCEL CHARTS

MATPLOTLIB

PLOTLY

AI TOOLS

CHATGPT

MICROSOFT COPILOT

POWER BI COPILOT

TABLEAU AI

GOOGLE GEMINI

05 ASSESSMENT & CERTIFICATION

Module assignments and labs	25%
Mini projects	20%
Internal assessments	15%
Capstone project and review	40%

CERTIFICATION

Learners who complete all modules, submit the capstone project and clear the final review receive a course completion certificate from Kaizen Infinities Private Limited. Project work is documented for the learner’s portfolio and GitHub profile, and interview preparation is included in the final week.

06 CAREER OUTCOMES

ROLES THIS PROGRAMME PREPARES FOR

DATA ANALYST

BUSINESS INTELLIGENCE ANALYST

POWER BI DEVELOPER

TABLEAU DEVELOPER

MIS EXECUTIVE

REPORTING ANALYST

BUSINESS ANALYST

FINANCIAL ANALYST

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