Webinar Organized by
Centre For Business Analytics - RVIM
on
Unleash the Power of Data Visualization using Power BI
By
Dr. Somanath Bhattacharya
Coordinator – Business Analytics Program

Date: 27th November, 2023	Venue: Online over zoom – Business Analytics Lab
Time: 02:00 pm to 04:00 pm	Event : Webinar
No. of Participants: 160	Event Coordinator: Mr. Mithun D J, Dr. Jahnavi, Mr. Nagasubba Reddy & Ms. Ankita Shrivastava

Objectives

- Explore Real-world Implementations.
- Optimizing Business Outcomes.

The flow of the Event

- Introduction and information on Power of Data Visualization using Power BI.
- Hands on exposure.

Outcome Achieved:

The webinar on unleashing the power of data visualization using Power BI provided participants with a comprehensive introduction to harnessing this powerful tool for insightful data analysis. Attendees gained an understanding of how Power BI transforms raw data into visually engaging and interactive dashboards, enabling businesses to make data-driven decisions more effectively. The session covered essential features of Power BI, including data import, cleaning, and visualization techniques, ensuring participants grasped its practical applications.

Practical demonstrations during the webinar showcased the creation of dynamic dashboards and reports, highlighting the intuitive interface and robust functionality of Power BI. Through hands-on examples, participants saw how data visualization can uncover trends, identify key performance indicators, and present complex datasets in a user-friendly format. The engaging delivery ensured that attendees could connect these techniques with real-world business scenarios.

By the conclusion of the session, participants were equipped with the foundational knowledge to explore Power BI further and integrate its capabilities into their workflows. The webinar inspired many to experiment with advanced features and to use data visualization as a strategic tool for enhancing

organizational efficiency and performance. Overall, the event empowered attendees to unlock the potential of data through effective visualization.

Feedback & Coordinator Comment:

Dr. Somnath Bhattacharya holds a Ph.D. in Marketing and Information Systems from IIT Kanpur. He has worked in the domain of Data warehousing in TCS and has presented research papers related to Text mining and recommender system in several National and International conferences. He has worked as TA for several NPTEL marketing courses. He has around 2 years of experience as an assistant professor in the area of marketing and analytics.

Event Coordinators   **Director**

Centre for Business Analytics

Annexure 1	Communication
Annexure 2	Brief profile of the speaker

Annexure 1	Communication:

<div align="center">Annexure 2</div>

Brief Profile of the Resources Persons

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