Business Intelligence and Data Analysis Workshop
Why Attend
In this day and age it is no surprise for corporate staff to be overwhelmed by the abundance of unstructured data. ERPs and databases have evolved to a point where they can house amazingly large amounts of data. The question now is, what do you do with this data to add value? This program will introduce Business Intelligence (BI), hands-on, to allow you to clean, normalize, and interpret large volumes of data. You will be able to establish historical relationships, analyze the current situation and predict future strategies. The application of BI is borderless, covering operational, tactical and strategic business decisions. It spans all departments and cascades down to all users who perform data cleansing, reporting, analysis, modeling, integration and automation.

In this course we use MS Excel exclusively as an ultimate and readily available BI tool allowing you to develop an exclusive level of expertise and add immediate value to your job and company.

Course Methodology
This is a hands-on course on using MS Excel as a BI tool. Groups and individuals will be required to complete exercises, case studies, and projects on a daily basis.

Course Objectives
By the end of the course, participants will be able to:

- Boost Excel Business Intelligence (BI) expertise in data slicing and dicing, data massaging, and data modeling
- Perform data normalization, report writing, analysis and reconciliation
- Develop dynamic BI models, dashboards, scorecards and flash management reports by linking-up Excel with Access, Text, and other databases
- Advance and enhance the look and feel of reports using dynamic visualization techniques

Target Audience
Business professionals, business analysts, data analysts, research analysts, finance professionals, marketing and sales professionals, HR professionals, IT professionals, administrative staff, supervisors, general business professionals and staff from any function who need to learn and apply state-of-the-art data analysis techniques to their daily business reporting and decision making.

Target Competencies
- Massaging and normalizing data
- Reporting, analysis and reconciliation
- Interpretation of large data sets
- Modeling and ‘what-if’ scenarios
- Establishing data integration
- Developing dynamic dashboards and scorecards
- Designing key performance indicators

Note
This is a hands-on training course using laptops, which will be made available by Meirc for the duration of the course. For courses outside the UAE, participants are required to bring their own laptops with a fully working version of Microsoft Excel 2013/2016.

Course Outline
- Data analysis tools and techniques
  - Advanced data validation using lists, dates and custom validation
  - Powerful array functions
  - Cell management tools: left, right, mid, concatenate, value
  - Naming, editing, and managing cells and ranges
  - Looking-up data, texts, and values using vlookup
  - The incredible table-tools technique
  - Slicing dates into day names, weeks, week numbers, month names, years and quarters
• Mastering data reporting: the 20 must learn pivot-tables tools
  ○ Creating pivot tables
  ○ Number formatting techniques
  ○ Designing report layout
  ○ Sorting in ascending, descending and more sort options
  ○ Filtering labels and values
  ○ Expanding and collapsing reports
  ○ Drill down option
  ○ Summarize values by sum, average, minimum, maximum, count
  ○ Show values as % of total and % of
  ○ Pivot table options
  ○ Inserting formulas
  ○ Date analysis
  ○ Copying pivot tables
  ○ Creating pivot charts
  ○ Dynamic chart labeling
  ○ Mastering the slicer
  ○ Showing report filter pages
  ○ Linking pivot tables and pivot graphs with PowerPoint
  ○ Conditional formatting with pivot tables
  ○ Designing reports using the getpivotdata

• Data modeling and integration
  ○ Spinner
  ○ Check box data modeling with if function
  ○ List box data modeling with choose function
  ○ Scenario manager
  ○ Linking Excel with text files
  ○ Linking Excel with databases (Access)
  ○ Linking Excel with Excel

• The look and feel: charting and visualization techniques
  ○ Creating dashboards
  ○ Using the camera tool
  ○ Using fancy fonts
  ○ Working with sparklines
  ○ Creating unconventional style charts
Location & Date
2 - 4 Dec, 2019  English  Beirut  Gefinor Rotana Beirut

Fees: US$ (including coffee breaks and a buffet lunch daily)
Per participant - 2019  US$ 3600
Fees + VAT as applicable  UAE Tax Registration Number 100239834300003
<table>
<thead>
<tr>
<th>Dates</th>
<th>Course Name</th>
<th>Language</th>
<th>Location</th>
<th>Fees</th>
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<tr>
<td>4 - 8 Aug, 2019</td>
<td>Successful Planning, Organizing and Control</td>
<td>English</td>
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<td>25 - 29 Aug, 2019</td>
<td>Strategic Thinking and Planning</td>
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<td>1 - 5 Sep, 2019</td>
<td>Analytical Thinking and Evidence Based Decision Making</td>
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<td>The Certified Strategist: From Planning to Execution</td>
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<td>9 - 13 Sep, 2019</td>
<td>Analytical and Structured Thinking: Best Practices and Methods</td>
<td>Arabic</td>
<td>Athens</td>
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<td>Certified Business Analyst</td>
<td>English</td>
<td>Istanbul</td>
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<td>22 - 26 Sep, 2019</td>
<td>Developing and Implementing the Business Plan</td>
<td>English</td>
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<td>6 - 10 Oct, 2019</td>
<td>Competitive Strategies and Value Innovation</td>
<td>English</td>
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<td>20 - 24 Oct, 2019</td>
<td>The Effective Analyst: From Research to Execution</td>
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<td>Strategy Management in the Public Sector</td>
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<td>Developing Effective Public-Private Partnerships (PPPs)</td>
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<td>8 - 12 Dec, 2019</td>
<td>Shaping the Future: Tools for Developing Strategic Foresight</td>
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## Courses in Planning and Strategy Management

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<td>Managing Strategic Reviews</td>
<td>English</td>
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Contents are subject to change. For the latest updates visit [www.meirc.com](http://www.meirc.com)
Meirc Timeline

2018
Meirc celebrates its 60th anniversary

2015
Meirc relocates to its newly acquired HQ office in Bay Square, Business Bay, Dubai

2014
Meirc adds PLUS Specialty Training, a new division providing technical and industry-specific courses

2007
Meirc opens an office in Jeddah, Saudi Arabia

2004
Meirc opens an office in Abu Dhabi, UAE

1997
Meirc is the 1st training company in the region to have its own website

1991
Meirc becomes headquartered in Dubai, UAE

1988
Meirc celebrates its 30th anniversary with its advisory committee (Aramco, Bapco, KOC, QPC)

1967
Meirc builds its own office building in Beirut

1958
Meirc is founded in Beirut by the late Simon Siksek