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	A	B	C	D	E	F	G	H	I	J	K	L
1	No.	Marketing Budget	Categories	Unit	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16
2	10400	Benefits	1-Personnel	0	12,004	13,665	10,674	13,096	16,333	12,357	20,775	24,788
3	35246	Payroll Taxes	1-Personnel	0	345	347	184	1,993	374	834	-	-
4	76746	Salaries	1-Personnel	1	521	434	778	578	1,850	543	794	133
5	16023	Commissions and bonuses	1-Personnel	0	0	2,300	189	90	33	456	346	346
6	23624	Personnel Total	1-Personnel	1	12,900	16,849	11,195	15,657	18,639	13,890	23,326	25,569
7	14678	Web Research	2-Marketing	2	6,000	2,300	5,000	1,500	1,200	1,250	1,500	4,600
8	13567	Independent Research	2-Marketing	1	2,300	5,420	3,000	2,100	900	500	4,200	3,674
9	96643	Firm Research Fees	2-Marketing	0	6,200	4,900	2,000	6,000	-	4,600	6,600	7,500
10	17995	Market Research Total	2-Marketing	3	14,500	12,620	10,000	14,600	10,100	5,710	10,250	15,074
11	84019	Promotions	3-Commu	2	1,700	190	1,248	432	134	257	2,488	-
12	73321	Branding	3-Commu	1	822	431	873	329	612	403	365	-
13	95035	Web Advertising	3-Commu	1	10,439	-	10,430	14,093	12,690	13,555	24,690	45,760
14	32964	Direct Marketing	3-Commu	0	-	533	156	1,090	234	425	236	3,688
15	88506	Newspaper Advertising	3-Commu	0	-	1,343	12	567	94	346	965	3,467
16	163342	Communication Total	3-Commu	4	12,662	19,330	12,478	16,505	13,964	16,136	26,813	54,903
17							16,200	15,990		1,267	247	478
18							158	200		145	207	
19											500	
20							260				678	
21											1,432	
22											20,775	
23												764
24												
25												
26												
27												
28												



DIGITAL INNOVATION AND TRANSFORMATION | COURSE

# Power Pivot: Unlock the Potential of Your Data with Excel

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# Course content

## Why Attend

### Course Introduction

This Power Pivot in Excel training course is designed to provide participants with advanced skills and techniques to maximize the potential of Power Pivot.

Gain proficiency in analyzing, modeling, and visualizing data using the latest Power Pivot features, enabling you to make data-driven decisions with confidence.

This interactive course is ideal for professionals seeking to deepen their Excel expertise and optimize their reporting workflows.

Course highlights include:

- Advanced data modeling and relationship building
- Using DAX for custom calculations
- Enhancing data analysis with Power Query
- Designing interactive dashboards and reports
- Hands-on exercises focused on real-world applications

## Course Methodology

This training course will utilize a variety of proven adult learning techniques to ensure maximum understanding, comprehension, and retention of the information presented.

This includes instructor-led presentations, practical demonstrations, group discussions, and hands-on exercises to provide an engaging and impactful learning experience.

### Who should Attend?

This training course is suitable for professionals across various industries who work with data and Excel.

This training course is suitable for:

- Data analysts and business analysts
- Finance and accounting professionals



# Course content

## Course Methodology

- Project managers handling reporting
- IT professionals managing data modeling
- Any Excel user seeking advanced skills

## Course Objectives

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

- Understand advanced Power Pivot capabilities
- Develop optimized data models in Excel
- Apply DAX for complex calculations
- Design professional dashboards and visuals
- Analyze and interpret data effectively

## Course outline

### Day One: Introduction to Power Pivot

- Overview of Power Pivot capabilities
- Enabling and configuring Power Pivot in Excel
- Loading data from multiple sources
- Creating relationships between data tables
- Understanding data modeling concepts
- Exploring Power Pivot interface and features

### Day Two: Data Modeling and Relationships

- Optimizing data tables for analysis



# Course content

## Course outline

- Defining relationships in Power Pivot
- Understanding cardinality and filter directions
- Managing hierarchies in data models
- Resolving common relationship issues
- Best practices for data modeling

## Day Three: Introduction to DAX (Data Analysis Expressions)

- Fundamentals of DAX calculations
- Creating calculated columns and measures
- Using basic DAX functions (SUM, AVERAGE)
- Understanding filter context in DAX
- Applying time intelligence functions
- Debugging and troubleshooting DAX formulas

## Day Four: Advanced DAX and Power Query

- Writing advanced DAX expressions
- Applying logical and statistical DAX functions
- Combining DAX with Power Query
- Cleaning and transforming data using Power Query
- Creating custom columns in Power Query
- Connecting Power Pivot with Power BI

## Day Five: Dashboards and Reporting

- Building interactive dashboards in Excel



# Course content

## Course outline

- Using slicers and timelines for filtering
- Designing visually appealing reports
- Publishing and sharing dashboards
- Automating data refresh processes
- Best practices for Power Pivot reporting

# Seminar dates

## Available seminar dates

Live dates and pricing for Power Pivot: Unlock the Potential of Your Data with Excel generated from the course details page.

Date	Location	Format	Fee
11 - 15 May 2026	Frankfurt - Germany	Classroom	€3,250.-
8 - 12 June 2026	Barcelona - Spain	Classroom	€3,850.-
6 - 10 July 2026	Frankfurt - Germany	Classroom	€3,250.-
10 - 14 August 2026	Rome - Italy	Classroom	€4,250.-
14 - 18 September 2026	Kuala Lumpur - Malaysia	Classroom	€2,250.-
5 - 9 October 2026	Barcelona - Spain	Classroom	€3,850.-
16 - 20 November 2026	London - U.K	Classroom	€4,200.-
7 - 11 December 2026	Munich - Germany	Classroom	€3,450.-

### Live online option

Online delivery is available at €1,850.-.