

Data Analytics with Excel, SQL & Power BI

COURSE OVERVIEW

This foundational course introduces the essential toolkit for modern data analysts, covering three critical technologies: Excel for data manipulation and basic analysis, SQL for database querying and data extraction, and Power BI for data visualization and business intelligence reporting. It is designed to build a complete end-to-end analytics skillset, from working with raw data to delivering actionable insights that drive business decisions. Participants will learn how to clean, transform, and analyze datasets in Excel; write efficient SQL queries to retrieve and aggregate data from relational databases; and create interactive, insightful dashboards in Power BI to communicate findings effectively.

WHO SHOULD ATTEND?

This course is ideal for aspiring data analysts, business analysts, marketing professionals, finance specialists, and anyone who works with data and needs to develop core competencies in data manipulation, analysis, and visualization to enhance their reporting and decision-making capabilities.

COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Clean, analyze, and visualize data using advanced Excel functions and PivotTables.
- Write complex SQL queries to extract, filter, and aggregate data from databases.
- Design and build interactive dashboards and reports in Power BI.
- Connect Power BI to various data sources, including Excel files and SQL databases.
- Transform raw data into actionable insights to support business decisions.
- Automate recurring reporting tasks to improve efficiency.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- How to use advanced Excel functions (XLOOKUP, INDEX/MATCH) for robust data lookup and analysis.
- The principles of SQL for querying databases, including JOINS, WHERE clauses, and aggregate functions.
- The process of data modeling and creating relationships between different data tables in Power BI.
- How to create calculated columns and measures using Data Analysis Expressions (DAX).
- Best practices for designing effective and user-friendly data visualizations.
- The complete workflow of connecting to data, transforming it, building a data model, and publishing reports.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded