

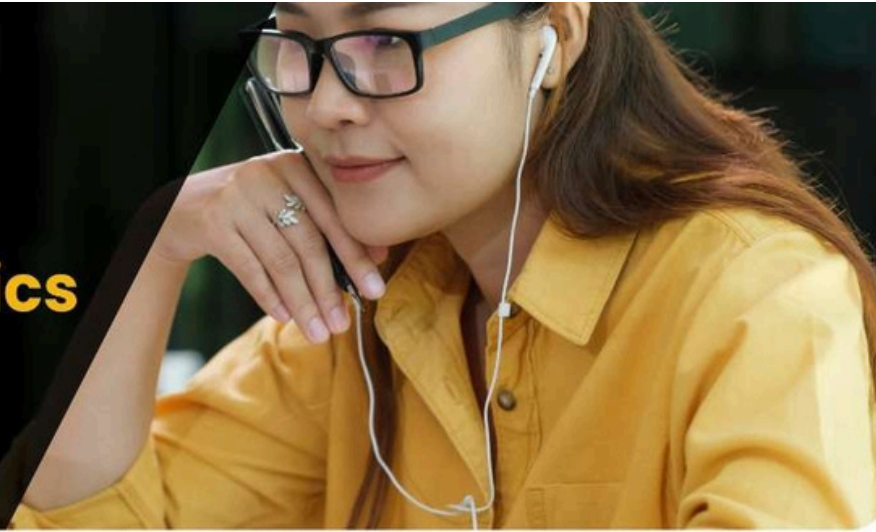


# ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

Affiliated to Mahatma Gandhi University, Kottayam  
Re-Accredited by NAAC with A++ Grade in Fourth Cycle  
NIRF Ranking 60 (2025) | KIRF Ranking 2 (2025) | [www.teresas.ac.in](http://www.teresas.ac.in)

**Strategist** | Gain the competitive edge  
Data Analytics | Consulting | Training

## Business Analytics & Data Visualization



### Aim of The Course

In today's data-driven business environment, organizations rely on powerful data visualization and business analysis to drive informed decision-making. This course provides hands-on training to transform business data into dynamic dashboards and insightful analytical reports across domains such as sales, marketing, finance, human resources, and operations. Designed with industry requirements in mind, the program prepares learners for real-world analytics roles and enhances career readiness.

### Course Outcomes

- ✓ Learn how to pre-process data
- ✓ Use BI tools to manage Data
- ✓ How to Apply in real life use cases
- ✓ How to integrate for solving management problems
- ✓ How to Clean, Merge and append data
- ✓ Learn How to use visualization tools like Power BI and Excel

### Course Details

**Course Code :** ADBADV (2019)

**Name of the course :** Business Analytics & Data Visualization

**Offered by :** ST.TERESA'S COLLEGE (AUTONOMOUS)

**Duration :** 30 Hours

**Certificate :** From Strategist

**Fee :** 7500

**Assessment Mode :**

- Mini Project
- Work assignment
- Exam

### Syllabus

#### Data Analysis using Power BI & Excel

- Introduction to Data and Data Visualization
- Getting started with Power BI and Excel
- Introducing natural-language queries
- Quick Insights
- Visual Interactions
- Streamline your workflow
- Build basic dynamic dashboards

#### Data visualization -Power BI & Excel

- Flow and Navigation
- Query Editor Various and Calculation of Basic columns and measures (DAX)
- Creating Power BI Model Building Dashboards
- Power Query Editor - Data Preparation and Transformation
- Merge and Append data
- Pivot and Unpivot
- Conditional Columns
- Combine data using joins, blends, unions, and relationships.
- Advanced Dax
- Improving the report by using measures
- Choosing the right visualization
- Custom visualizations