

BUSINESS INTELLIGENCE THROUGH EXCEL

Online training

GOAL

The Business Intelligence through Excel training program is designed for coffee enterprises that want to improve their decision-making processes through dynamic and visual business intelligence tools. By joining this education program, you will foster data-driven processes by working with available data and applying smarter data approaches and expertise. If you have been active in the collection of digital data without having a clear understanding and accurate strategy on how to analyze and visualize the related results, this program helps you in the application of business improvements and increased operations efficiency.

In the Business Intelligence through Excel program, you will:

- Learn how to develop Excel for basic reporting and analysis: pivot tables and pivot charts.
- Develop an integrated data model to sort, connect and link data from different sources.
- Identify and program KPIs in Microsoft Excel, through Microsoft DAX language.
- Adopt best practices for designing high-impact dynamic reports and visual dashboards.
- Practice on a standard case how to apply the lessons through a learn-by-doing methodology.

The perfect candidate for the training are:

All **origin and industry coffee professionals**, such as coffee origin enterprises, cooperative leaders, coffee associations, traders, roasters, machine technicians, consultants, and NGO employees.

HOURS

The Business Intelligence through Excel is a 4-week training program. It offers 12 hours of live virtual group sessions held on Zoom that combine classes with practical exercises.

Business Intelligence through Excel - Program Outline

Week	Session	Virtual class topics
1	Excel Basics for reporting and analysis	<p>Virtual group class (3 hours)</p> <ol style="list-style-type: none"> 1. Basic Excel for reporting and analysis: how it works. 2. Automated data entry: table formats and most commonly used formulas. 3. Drop-down lists and conditional formatting. 4. Pivot tables and pivot charts. <p>Individual practical activity: Improve Excel logging tools for data automation and report generation with pivot tables</p> <p>Product: Understanding of automated reporting through pivot tables in Microsoft Excel, and best data recording practices.</p>
2	Advanced Excel for Business Intelligences (BI) and data transformation	<p>Virtual group class (3 hours)</p> <ol style="list-style-type: none"> 1. Business intelligence (BI): introduction, analysis, and data transformation. 2. Elements: connection to data sources, transformation, and creation of data models. 3. Advanced Excel BI functionalities: Power Query for automated data connection and transformation. <p>Individual practical activity: Creation of an Excel with an automated data connection and transformation.</p> <p>Product: Development of components of a BI system, connecting Excel to different data sources.</p>
3	Data modeling and KPIs	<p>Virtual group class (3 hours)</p> <ol style="list-style-type: none"> 1. KPIs: what they are and how to define them. 2. Managing data models with Power Pivot. 3. Programming KPIs through DAX formulas. <p>Individual practical activity: Link different data sources into a single integrated data model, and program KPIs with DAX formulas.</p> <p>Product: Understanding of KPIs and how to program them through Microsoft Excel and DAX formulas.</p>

4	Development of automated reports, and dashboards.	<p>Virtual group class (3 hours)</p> <ol style="list-style-type: none"> 1. Best practices for an automated report, dashboard, and map design. 2. Guided practice based on practical examples. 3. Introduction to Microsoft PowerBI <p>Individual practical activity: Develop a BI tool in Excel to be used as a standard guideline.</p> <p>Product: Understanding of a standard BI tool with visual reporting and dashboards, based on Microsoft Excel.</p>
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VENUE REQUIREMENTS

All participants must have access to a reliable internet connection in a quiet space without ambient noise (i.e. not in a roastery or café, or driving). Headsets are recommended. You are expected to treat each class session as an “in-person course” and be prepared to take notes as relevant. You should arrive at least 5 minutes before the start of the first class session, and at least 2 minutes before the start of the remaining sessions.

EVALUATION FORMAT

Successful completion of the Business Intelligence program requires that you are present for and participative in all classes and complete all practical exercises. Upon receiving a passing score, you will receive a certificate from Digital Coffee Future for the successful completion of the program.

PRICE

The price of the program is 500 euros per participant.

CONTACT

If you are interested in learning more or registering for the program, please connect with Marta Salazar at marta@digitalcoffeefuture.com.