**Summer School on Power BI and Data Visualization**

In an increasingly data-driven world, organizations rely heavily on advanced tools to analyse, visualize, and interpret data for strategic decision-making. Power BI, a robust business analytics tool by Microsoft, is at the forefront of enabling individuals and organizations to harness the power of data. The Summer School on Power BI and Data Visualization, scheduled for 2025 at SRH University, Campus Hamburg, is designed to provide participants with practical knowledge and hands-on experience in utilizing Power BI for various business applications.

Participants will explore essential topics such as data integration, modelling, advanced visualization techniques, and real-time data monitoring. The program will also emphasize best practices in data analysis, enhancing participants' skills in DAX (Data Analysis Expressions), Power Query, and data storytelling. The course will prepare students, professionals, and enthusiasts to excel in analysing and presenting data effectively, enabling impactful decision-making in their respective fields.

**Tentative Schedule**

* **Dates:** July 21st to 25th, 2025
* **Time:** 10:00 AM to 4:00 PM

**Day-by-Day Program**

**Day 1: Monday July 21**

* Welcome Drinks 9am-11am

**Day 1: Introduction to Power BI and Data Visualization Basics 11.15-16.00hrs**

* Overview of Business Analytics and Data Visualization
* Introduction to Power BI: Features and Capabilities
* Setting Up Power BI: Installation and Basic Navigation
* Workshop: Creating Your First Report in Power BI

**Day 2: Data Integration and Modeling 10-16.00hrs**

* Data Sources: Importing and Connecting Data in Power BI
* Data Modeling Best Practices
* Understanding and Implementing Relationships in Power BI
* Workshop: Building an Optimized Data Model

**Day 3: Advanced Data Visualization 10-16.00hrs**

* Designing Effective Visualizations and Dashboards
* Utilizing Custom Visuals and Themes
* Data Storytelling: Turning Insights into Actions
* Workshop: Developing a Dynamic Dashboard

**Day 4: Data Analysis and Advanced Features 10-16.00hrs**

* Introduction to DAX: Calculated Columns and Measures
* Advanced Analytics: Time Intelligence and KPI Indicators
* Real-Time Data Monitoring in Power BI
* Workshop: Applying Advanced Analytics to Business Scenarios

**Day 5: Best Practices and Project Showcase 9-14.00hrs**

* Power Query: Data Cleaning and Transformation Techniques
* Collaboration in Power BI: Sharing and Publishing Reports
* Group Activity: Developing a Comprehensive Business Solution
* Project Presentation

**Social Activity**

* Hamburg City Tour
* Closing Dinner

**Guest Lecturers and Trainers**

* **Summer School Coordinator:** Prof. Dr. Nnamdi Oguji nnamdi.oguji@srh.de
* **Summer School Assistant**: Mr. Shahen Peer. Shahen.Peer@stud.srhk.de
* **Industry Practitioners** with real-world Power BI experience

**Admission Requirements**

* A basic understanding of Excel or any data analysis tool is recommended.
* Proficiency in English to participate in discussions and presentations.
* Open to students, professionals, and enthusiasts eager to learn Power BI.

**Fees**

* **SRH Students & Alumni:** €300
* **External Students:** €500
* **Practitioners:** €1000

**Learning Outcomes**

Upon completing this program, participants will:

1. Master the fundamentals of Power BI, including data integration, modelling, and visualization.
2. Develop proficiency in using DAX, Power Query, and real-time monitoring.
3. Gain the ability to create dynamic dashboards and compelling data stories.
4. Understand best practices for sharing and collaborating on Power BI reports.
5. Acquire a Certificate of Attendance indicating a workload of 45 hours (equivalent to 1 ECTS credit, pending home institution approval).

**Workload**

* **Preparatory Work:** 5 hours
* **Lectures and Workshops:** 35 hours
* **Project Presentation:** 5 hours

Participants can apply for credit recognition at their home institutions, and SRH Summer School will provide the necessary documentation to support their applications.

Prepare to unlock the power of data and take your visualization skills to the next level with Power BI. Join us for this immersive and practical summer school experience!

**Apply now!**

The deadline for application is 30th of April 2025.