Power Business Intelligence for Marketing Analytics Training Course

Professional Development Training Course Outline

Category	Business Intelligence	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s data-driven marketing environment, leveraging insights from data is crucial to drive strategic decisions, optimize campaigns, and increase ROI. Power BI is a leading business intelligence tool that empowers marketing professionals to visualize complex datasets, track key performance indicators, and make informed decisions with real-time analytics. Power Business Intelligence for Marketing Analytics Training Course is designed to equip participants with practical Power BI skills, enabling them to transform raw marketing data into actionable insights. Participants will gain hands-on experience in data modeling, visualization, and advanced analytics techniques that are highly relevant in modern marketing operations.

Marketing analytics is no longer optional; it is a competitive necessity. By mastering Power BI, participants will learn to monitor customer behavior, evaluate campaign effectiveness, segment audiences, and forecast trends. This training integrates real-world marketing scenarios and case studies to ensure participants can apply learning immediately in their professional environment. The course combines interactive sessions, guided exercises, and practical assignments to ensure learners can translate data into impactful business decisions, improving both marketing performance and organizational growth.

Programme Curriculum

Power Business Intelligence for Marketing Analytics Training Course

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Course Objectives

1. Understand the fundamentals of Power BI for marketing analytics
2. Develop dynamic marketing dashboards and interactive visualizations
3. Integrate multiple data sources to create unified marketing datasets
4. Perform customer segmentation and cohort analysis using Power BI
5. Apply predictive analytics to forecast marketing trends
6. Optimize marketing campaigns through real-time KPI monitoring
7. Utilize DAX (Data Analysis Expressions) for advanced marketing calculations
8. Implement campaign attribution models to measure ROI accurately
9. Explore social media analytics and web traffic insights with Power BI
10. Apply data storytelling techniques for impactful marketing presentations
11. Automate marketing reports and share insights with stakeholders
12. Enhance cross-functional collaboration through shared dashboards
13. Leverage AI and machine learning features in Power BI for marketing predictions

Organizational Benefits

- Improved marketing ROI through data-driven decision-making
- Enhanced visibility of campaign performance across channels
- Reduced manual reporting efforts and time savings
- Better customer insights for targeted marketing strategies
- Accelerated decision-making with real-time dashboards
- Improved collaboration between marketing, sales, and finance teams
- Ability to identify emerging trends and competitive intelligence
- Standardized reporting processes across the organization
- Increased employee analytical skills and efficiency
- Enhanced marketing strategy alignment with organizational goals

Target Audiences

1. Marketing managers and executives
2. Digital marketing analysts
3. Marketing data analysts
4. Social media strategists
5. CRM managers
6. Business analysts focusing on marketing data
7. Marketing operations specialists
8. Marketing consultants and agencies

Course Duration: 5 days

Course Modules

Module 1: Introduction to Power BI for Marketing Analytics

- Overview of Power BI and its relevance in marketing
- Understanding Power BI interface and basic features
- Connecting to marketing data sources
- Importing and cleaning marketing datasets
- Introduction to marketing KPIs
- Case Study: Building a basic marketing dashboard

Module 2: Data Transformation and Modeling

- Using Power Query for marketing data cleaning
- Creating relationships between datasets
- Data normalization for marketing analysis
- Calculating metrics with DAX functions
- Creating marketing-specific tables and hierarchies
- Case Study: Customer segmentation dataset preparation

Module 3: Data Visualization Techniques

- Designing interactive marketing dashboards
- Custom visuals for marketing KPIs
- Conditional formatting for campaigns and metrics
- Visualization best practices for marketing teams
- Using slicers and filters to analyze marketing campaigns
- Case Study: Campaign performance dashboard

Module 4: Customer and Market Segmentation

- Understanding market segmentation concepts
- Segmenting customers by demographics and behavior
- Cohort analysis using Power BI
- Visualizing segmentation insights
- Using DAX for advanced segmentation metrics
- Case Study: Social media audience segmentation

Module 5: Marketing Campaign Performance Analysis

- Measuring ROI and campaign effectiveness
- Tracking multi-channel marketing campaigns
- Applying marketing attribution models
- Creating KPI-focused dashboards
- Customizing visualizations for campaign reporting
- Case Study: Email campaign performance tracking

Module 6: Predictive Analytics for Marketing

- Forecasting trends with Power BI
- Applying statistical models to marketing data
- Predictive customer behavior analytics

- Scenario analysis for campaign planning
- Integration of AI visuals for marketing prediction
- Case Study: Predicting customer churn

Module 7: Social Media and Web Analytics

- Connecting Power BI to social media platforms
- Analyzing website traffic and engagement metrics
- Tracking conversions and lead generation
- Visualizing audience behavior patterns
- Measuring campaign effectiveness across channels
- Case Study: Social media campaign analytics

Module 8: Advanced Reporting and Data Storytelling

- Creating interactive reports for stakeholders
- Using bookmarks and report navigation techniques
- Data storytelling for marketing presentations
- Sharing dashboards securely with teams
- Automating recurring marketing reports
- Case Study: Marketing report for executive presentation

Training Methodology

- Interactive instructor-led sessions with real marketing datasets
- Hands-on exercises and guided Power BI workshops
- Group projects to simulate real-world marketing scenarios
- Case studies and problem-solving sessions
- Q&A sessions and best practice discussions
- Continuous feedback and practical assignments

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com