

	A	B	C	D	E	F	G	H	I	J
1	No.	Marketing Budget	Categories	Unit	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May
2	10400	Benefits	1-Personnel	0	12,034	13,565	10,674	13,095	10,393	12,000
3	30245	Payroll taxes	1-Personnel	0	345	347	154	1,953	374	1,000
4	76745	Salaries	1-Personnel	1	521	434	178	519	1,350	1,000
5	76023	Commissions and bonuses	1-Personnel	0	0	2,300	199	90	20	1,000
6	23674	Personal Total	1-Personnel	1	12,900	16,646	11,196	15,057	10,638	13,000
7	14078	Web Research	2-Marketing	2	6,000	2,000	5,000	1,500	1,200	1,000
8	10567	Independent Research	2-Marketing	1	2,000	5,400	3,000	2,100	900	1,000
9	56653	Firm Research Fees	2-Marketing	0	8,200	4,900	2,000	8,000	-	4,000
10	17895	Market Research Total	2-Marketing	3	16,200	12,600	10,000	14,600	10,100	5,000
11	64015	Promotions	3-Commu	2	1,200	190	1,245	432	134	1,000
12	75321	Branding	3-Commu	1	522	431	573	323	612	1,000
13	56035	Web Advertising	3-Commu	1	10,432	-	10,430	14,093	12,890	13,000
14	32564	Direct Marketing	3-Commu	0	-	532	156	1,060	234	1,000
15	65508	Newspaper Advertising	3-Commu	0	-	1,243	12	567	24	1,000
16	09342	Communication Total	3-Commu	4	12,662	15,320	12,416	16,506	13,964	15,000
17							15,000	15,000		1,000
18							155	200		
19							100			
20							300			
21							15,311			



DIGITAL INNOVATION AND TRANSFORMATION | COURSE

Power Pivot: Unlock the Potential of Your Data with Excel

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Course content

Why Attend

Course Introduction

This Power Pivot in Excel training course is designed to provide participants with advanced skills and techniques to maximize the potential of Power Pivot.

Gain proficiency in analyzing, modeling, and visualizing data using the latest Power Pivot features, enabling you to make data-driven decisions with confidence.

This interactive course is ideal for professionals seeking to deepen their Excel expertise and optimize their reporting workflows.

Course highlights include:

- Advanced data modeling and relationship building
- Using DAX for custom calculations
- Enhancing data analysis with Power Query
- Designing interactive dashboards and reports
- Hands-on exercises focused on real-world applications

Course Methodology

This training course will utilize a variety of proven adult learning techniques to ensure maximum understanding, comprehension, and retention of the information presented.

This includes instructor-led presentations, practical demonstrations, group discussions, and hands-on exercises to provide an engaging and impactful learning experience.

Who should Attend?

This training course is suitable for professionals across various industries who work with data and Excel.

This training course is suitable for:

- Data analysts and business analysts
- Finance and accounting professionals



Course content

Course Methodology

- Project managers handling reporting
- IT professionals managing data modeling
- Any Excel user seeking advanced skills

Course Objectives

By the end of this training course, participants will be able to:

- Understand advanced Power Pivot capabilities
- Develop optimized data models in Excel
- Apply DAX for complex calculations
- Design professional dashboards and visuals
- Analyze and interpret data effectively

Course outline

Day One: Introduction to Power Pivot

- Overview of Power Pivot capabilities
- Enabling and configuring Power Pivot in Excel
- Loading data from multiple sources
- Creating relationships between data tables
- Understanding data modeling concepts
- Exploring Power Pivot interface and features

Day Two: Data Modeling and Relationships

- Optimizing data tables for analysis



Course content

Course outline

- Defining relationships in Power Pivot
- Understanding cardinality and filter directions
- Managing hierarchies in data models
- Resolving common relationship issues
- Best practices for data modeling

Day Three: Introduction to DAX (Data Analysis Expressions)

- Fundamentals of DAX calculations
- Creating calculated columns and measures
- Using basic DAX functions (SUM, AVERAGE)
- Understanding filter context in DAX
- Applying time intelligence functions
- Debugging and troubleshooting DAX formulas

Day Four: Advanced DAX and Power Query

- Writing advanced DAX expressions
- Applying logical and statistical DAX functions
- Combining DAX with Power Query
- Cleaning and transforming data using Power Query
- Creating custom columns in Power Query
- Connecting Power Pivot with Power BI

Day Five: Dashboards and Reporting

- Building interactive dashboards in Excel



Course content

Course outline

- Using slicers and timelines for filtering
- Designing visually appealing reports
- Publishing and sharing dashboards
- Automating data refresh processes
- Best practices for Power Pivot reporting

Seminar dates

Available seminar dates

Live dates and pricing for Power Pivot: Unlock the Potential of Your Data with Excel generated from the course details page.

Date	Location	Format	Fee
11 - 15 May 2026	Frankfurt - Germany	Classroom	€3,250.-
8 - 12 June 2026	Barcelona - Spain	Classroom	€3,850.-
6 - 10 July 2026	Frankfurt - Germany	Classroom	€3,250.-
10 - 14 August 2026	Rome - Italy	Classroom	€4,250.-
14 - 18 September 2026	Kuala Lumpur - Malaysia	Classroom	€2,250.-
5 - 9 October 2026	Barcelona - Spain	Classroom	€3,850.-
16 - 20 November 2026	London - U.K	Classroom	€4,200.-
7 - 11 December 2026	Munich - Germany	Classroom	€3,450.-

Live online option

Online delivery is available at €1,850.-.