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	A	B	C	D	E	F	G	H	I	J	K	L
1	No.	Marketing Budget	Categories	Unit	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16
2	10460	Benefits	1-Personnel	0	12,004	13,665	10,674	13,096	16,393	12,357	20,775	24,788
3	55246	Payroll Taxes	1-Personnel	0	345	347	164	1,993	374	534	-	-
4	76745	Salaries	1-Personnel	1	521	434	178	519	1,850	543	794	133
5	16023	Commissions and bonuses	1-Personnel	0	0	2,300	189	90	23	456	346	346
6	23604	Personnel Total	1-Personnel	1	12,900	16,646	11,195	15,657	18,639	13,850	25,325	25,569
7	14678	Web Research	2-Marketing	2	6,098	2,399	5,000	1,599	1,200	1,255	1,500	4,600
8	15567	Independent Research	2-Marketing	1	2,300	5,420	3,000	2,100	900	580	4,292	3,674
9	96643	Firm Research Fees	2-Marketing	0	6,200	4,900	2,000	8,000	-	4,600	6,800	7,590
10	17695	Market Research Total	2-Marketing	3	14,600	12,600	10,000	14,600	10,100	5,312	10,252	15,074
11	84015	Promotions	3-Communi	2	1,709	190	1,245	432	134	257	2,485	-
12	75321	Branding	3-Communi	1	822	431	873	323	612	493	365	-
13	95035	Web Advertising	3-Communi	1	10,432	-	10,430	14,023	12,890	13,555	24,890	45,760
14	32564	Direct Marketing	3-Communi	0	-	532	156	1,090	234	425	236	3,688
15	88508	Newspaper Advertising	3-Communi	0	-	1,343	12	557	54	348	995	3,460
16	08342	Communication Total	3-Communi	4	12,662	19,330	12,418	16,505	13,964	16,136	26,812	56,945
17							15,000	15,990		1,367	247	478
18							158	200		145	207	
19							100				500	
20							360				878	
21							15,611				1,432	
22											20,775	
23											-	
24											764	
25												
26												
27												
28												

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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
14 - 18 September 2026	Kuala lumpur - Malaysia	Classroom	€1,800.-
5 - 9 October 2026	Barcelona - Spain	Classroom	€3,080.-
16 - 20 November 2026	London - U.K	Classroom	€3,360.-
7 - 11 December 2026	Munich - Germany	Classroom	€2,760.-
11 - 15 January 2027	Barcelona - Spain	Classroom	€3,080.-
8 - 12 February 2027	Frankfurt - Germany	Classroom	€2,600.-
8 - 12 March 2027	Rome - Italy	Classroom	€3,400.-
12 - 16 April 2027	Kuala lumpur - Malaysia	Classroom	€1,800.-
10 - 14 May 2027	Barcelona - Spain	Classroom	€3,080.-
14 - 18 June 2027	London - U.K	Classroom	€3,360.-
12 - 16 July 2027	Munich - Germany	Classroom	€3,400.-
9 - 13 August 2027	Barcelona - Spain	Classroom	€3,080.-
13 - 17 September 2027	Frankfurt - Germany	Classroom	€2,600.-
11 - 15 October 2027	Rome - Italy	Classroom	€3,400.-
8 - 12 November 2027	Kuala lumpur - Malaysia	Classroom	€1,800.-
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