

# informatelch

|    | 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  | 76746 | 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    | 6,008  | 2,399  | 5,000  | 1,599  | 1,200  | 1,255  | 1,500  | 4,600  |
| 8  | 15567 | Independent Research    | 2-Marketing | 1    | 2,300  | 5,429  | 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 | 17995 | Market Research Total   | 2-Marketing | 3    | 14,508 | 12,628 | 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    | 329    | 612    | 493    | 365    | -      |
| 13 | 95035 | Web Advertising         | 3-Communi   | 1    | 10,432 | -      | 10,430 | 14,023 | 12,890 | 13,555 | 24,890 | 45,780 |
| 14 | 32564 | Direct Marketing        | 3-Communi   | 0    | -      | 532    | 156    | 1,090  | 234    | 425    | 236    | 3,888  |
| 15 | 88508 | Newspaper Advertising   | 3-Communi   | 0    | -      | 1,343  | 12     | 557    | 54     | 348    | 895    | 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 | 1,397  | 247    | 478    |        |
| 18 |       |                         |             |      |        |        | 158    | 200    |        | 145    | 297    |        |
| 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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CERTIFIED  
GLOBAL  
LEADERSHIP  
CONSULTANTS

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      |
|------------------------|-------------------------|-------------------------------------------|----------|
| 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.-. |          |