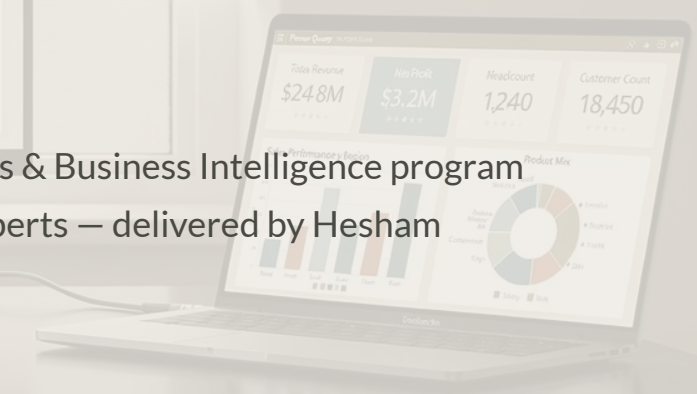
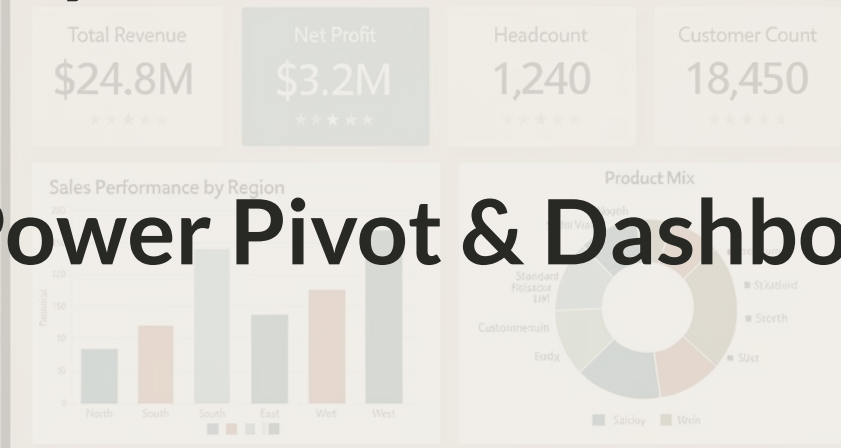


# Power BI Mastery: From Data to Insights:

## Power Query, Power Pivot & Dashboards in Excel

THE FINANCEER ACADEMY

Turn Data into Insights. Build Dashboards. Make Better Decisions. A complete Data Analytics & Business Intelligence program designed for finance and business professionals who want to become modern, data-driven experts — delivered by Hesham Mokhiemer.



# Transform the Way You Work With Data

## Analyze

Extract meaning from complex datasets using professional tools and techniques

## Automate

Eliminate manual work and build automated reporting processes that save hours every month

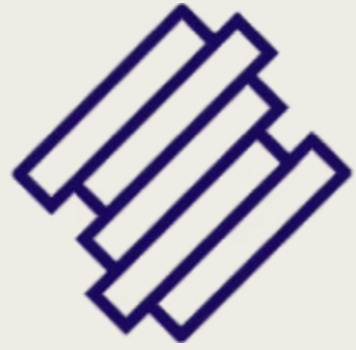
## Visualize

Build professional, interactive dashboards that communicate insights clearly to management

## Advance

Increase your market value and become the go-to analytics professional in your organization

This program is not software training. It is a **career and productivity transformation** – combining Excel, Power Query, Power Pivot, and Power BI into one cohesive analytics journey tailored for finance and business professionals.



# The Financier

— TRAIN. TRANSFORM. THRIVE —





# The Financeer

— TRAIN. TRANSFORM. THRIVE —

## About The Financeer Academy

### We Don't Teach. We Transform.

At The Financeer Academy, we don't believe in traditional training. We believe in transformation. We were built with one clear mission: to bridge the gap between technical knowledge and real-world application.

Our programs are designed for professionals who don't just want to understand IFRS — they want to use it, apply it, and succeed with it. We don't teach standards... we teach how those standards work in real life.

With a strong presence across the GCC and Africa, The Financeer has trained thousands of professionals across industries including banking, manufacturing, energy, and consulting.



**GCC & Africa**

Regional Presence

**18,000+**

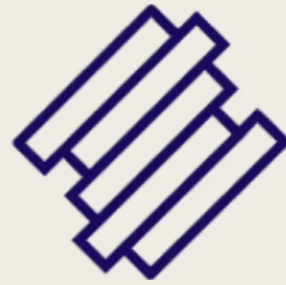
Professionals Trained

# About The Financeer Academy

**The Financeer Academy** is a professional development institution focused on transforming finance and business professionals into modern, data-driven experts. In today's competitive business environment, companies don't just need accountants and financial analysts — they need professionals who can extract, transform, analyze, visualize, and present data-driven insights to management.

Our programs are carefully designed to bridge the gap between traditional finance skills and the modern analytics capabilities demanded by today's organizations. We have successfully trained professionals across the GCC and internationally across a wide range of disciplines including Finance, Accounting, Financial Analysis, Data Analytics, Business Intelligence, Power BI, and Excel Modeling and Dashboards.

At The Financeer Academy, we don't teach tools in isolation. We teach **how professionals use these tools in real business environments** — the way they are actually applied on the job, in management reporting, FP&A, and strategic decision support.



# The Financeer

— TRAIN. TRANSFORM. THRIVE —

## Meet Your Instructor

**Hesham Mokhiemer — Practitioner. Mentor. Career Transformer.**

Hesham Mokhiemer is not just a trainer — he is a practitioner, mentor, and career transformer. With over **27 years of experience** in finance, accounting, and training, Hesham has worked in senior roles including Finance Director and Head of Finance across multiple industries. He has trained **18,000+ professionals** across the Middle East and Africa.

"I don't train for knowledge. I train for results."



# The Financeer

— TRAIN. TRANSFORM. THRIVE —

## Instructor Credentials & Teaching Philosophy

### Qualifications

**MBA**

The University of Liverpool

**CMA | CTP | FPAC**

Certified Management Accountant & More

**DipIFR | IPSAS | FMVA**

Advanced Financial Designations

### What Sets Hesham Apart

→ **Complex Topics Made Simple**

Breaking down intricate IFRS standards into clear, digestible concepts

→ **Real-Life Business Cases**

Every standard linked to practical industry scenarios

→ **High-Energy Delivery**

Engaging, motivational sessions that keep you focused and committed

→ **Deep Exam Focus**

Proven techniques to pass DipIFR on the first attempt

# What Modern Finance Professionals Must Be Able to Do

## → **Extract Data**

Connect to and import data from multiple business systems and sources

## → **Transform Data**

Clean, reshape, and prepare data for analysis with automated pipelines

## → **Analyze Data**

Apply data modeling, DAX calculations, and analytical frameworks

## → **Visualize Data**

Build interactive dashboards that surface key business insights

## → **Present Insights**

Communicate findings clearly and persuasively to management and stakeholders

# Our Reach & Impact

**27+**

**Years Experience**

Instructor's combined finance and analytics background

**+18000**

**Professionals Trained**

Across the GCC and internationally

**20**

**Program Tracks**

Finance, IFRS, Data Analytics, Power BI, Excel, Financial Modeling & more

**5**

**Core Modules in Your Course**

A complete end-to-end analytics curriculum

From GCC-based enterprises to international organizations, The Finaceer Academy has built a reputation for delivering training that is immediately applicable on the job – practical, business-focused, and results-driven.

# About Your Instructor

## Hesham Mokhiemer

Founder, The Finaceer Academy

Finance & Data Analytics Professional

20+ YEARS EXPERIENCE

This course is delivered by **Hesham Mokhiemer**, a highly experienced finance and data analytics professional with more than **20 years of experience** in finance, reporting, financial planning, and business analysis. Throughout his career, he has built financial models, developed management dashboards, automated complex reporting processes, implemented enterprise reporting systems, and trained thousands of professionals across multiple industries and regions.

What makes Hesham's training unique is the combination of **deep finance knowledge + data analytics expertise + real business understanding**. This rare combination makes every training session intensely practical and directly applicable to real-world finance and reporting work.

# Instructor Training Philosophy

Hesham's training style is built around one core philosophy: **you learn by doing**. Every concept is introduced with a real-world business context, then immediately applied through hands-on exercises using actual business datasets. The focus is never just on mastering a software tool – the focus is on **becoming a professional who can analyze, interpret, and present data effectively** in a business setting.



## Practical & Hands-On

Every concept is applied immediately using real datasets from finance and business environments



## Step-by-Step Learning

Complex topics are broken down into logical, manageable steps that build on each other



## Real Business Examples

Every example comes from actual finance, accounting, and reporting scenarios



## Interactive & Engaging

Sessions are designed to be dynamic, participatory, and immediately actionable

# Who Should Attend This Course

This program is specifically designed for professionals who work with data, reports, and financial information on a regular basis. If your work involves monthly reporting, data analysis, budget tracking, KPIs, or dashboards — this program will be transformational for you. It is the practical bridge between where you are today and where modern employers expect finance professionals to be.

# Is This Program Right for You?

## Finance & Accounting

Finance professionals, accountants, and controllers who want to modernize their reporting capabilities

## Financial Analysts

Analysts and FP&A professionals who need to handle large datasets and build automated reports

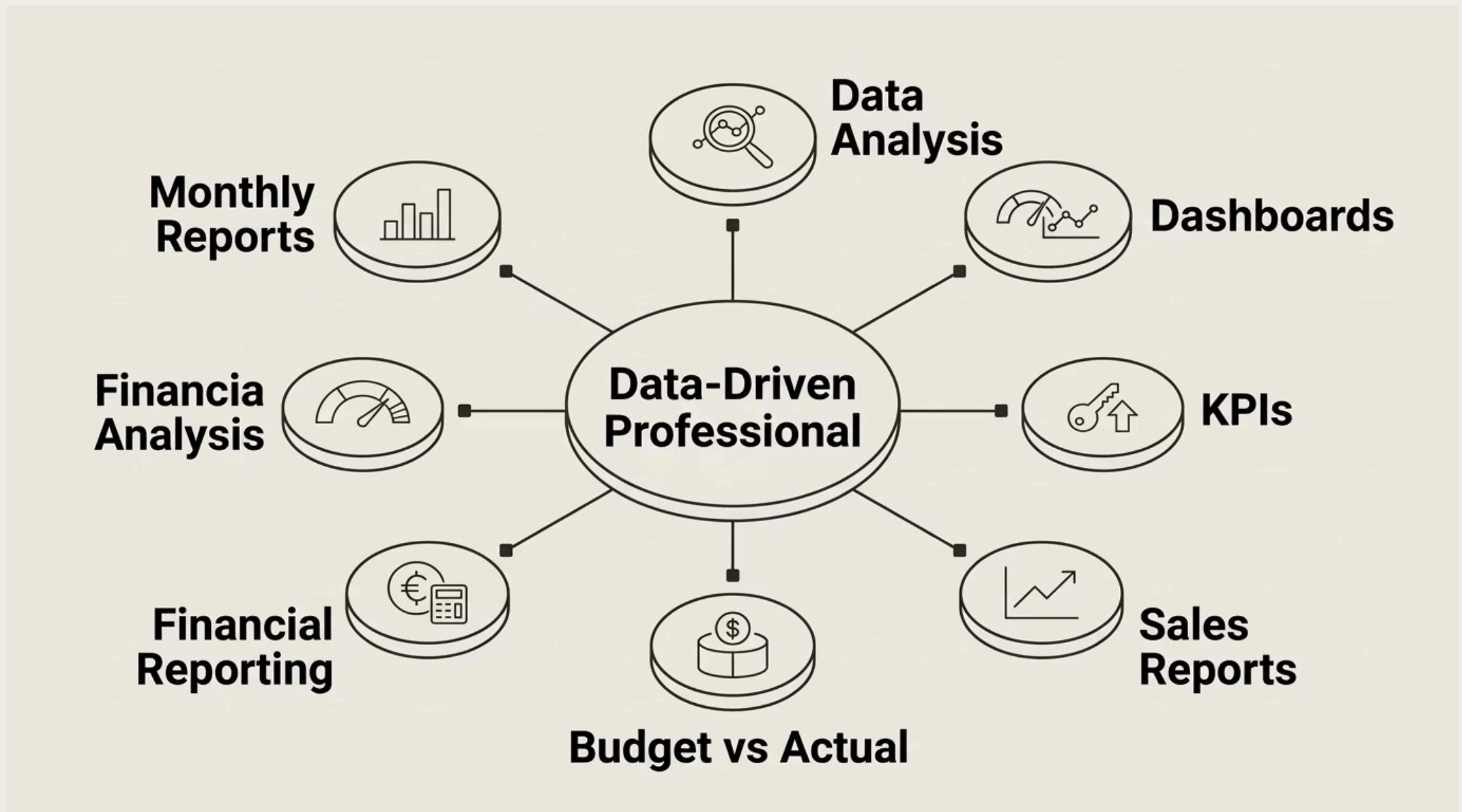
## Business Analysts

Analysts and reporting specialists who want to build interactive dashboards and BI reports

## Data & Excel Users

Advanced Excel users who want to move into Power Query, Power Pivot, and Power BI

# If Your Work Involves Any of These – You Need This Course



If any of these responsibilities appear in your role, this program will directly elevate your ability to handle them faster, more accurately, and more professionally – using the same tools used by world-class analytics teams.

# Course Structure Overview

This program is a **complete Data Analytics & Dashboard Program** structured across five comprehensive modules. Each module builds on the previous one, taking you from foundational Excel skills through advanced Power BI business intelligence — creating a complete, end-to-end analytics skill set that is immediately applicable in any finance or business environment.

01

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## Module 1 — Excel Data Analysis Foundations

Data cleaning, Pivot Tables, Pivot Charts, and advanced analysis techniques

02

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## Module 2 — Power Query

Importing, transforming, merging, and automating data preparation

03

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## Module 3 — Power Pivot & Data Modeling

Data models, table relationships, large datasets, and DAX introduction

04

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## Module 4 — Dashboards in Excel

KPI dashboards, dynamic charts, interactive and financial dashboards

05

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## Module 5 — Power BI

Data loading, modeling, DAX measures, visualizations, and publishing reports

# Module 1 – Excel Data Analysis Foundations

## What You'll Learn

- Data cleaning and preparation techniques
- Advanced data analysis methods in Excel
- Pivot Tables and Pivot Charts mastery
- Data analysis and summarization techniques

## Why It Matters

Every great analytics solution begins with clean, well-structured data. This foundational module ensures you have the Excel skills needed to work efficiently with business data before moving into the advanced Power tools. Note: this module focuses on data techniques – Excel functions are not covered in this course, keeping the focus sharply on analytics and reporting workflows.

# Module 2 – Power Query

Power Query is one of the most powerful – and most underused – tools available in Excel and Power BI. This module takes you from zero to confident in building **automated data transformation pipelines** that eliminate hours of manual data cleaning every month. You'll learn how to connect to multiple data sources, apply transformation steps, and build processes that refresh automatically with new data.

## Import

Connect to Excel, CSV, databases, and multiple source files simultaneously

## Transform

Clean, reshape, unpivot, and restructure data for analysis

## Merge & Append

Combine multiple tables using joins and stacking operations

## Automate

Build refresh-ready pipelines that update with one click

# Module 3 – Power Pivot & Data Modeling

Power Pivot transforms Excel into a true **business intelligence platform**. In this module, you'll learn how professional data models are built – designing relationships between multiple tables, working with large datasets that would break traditional Excel, and creating calculations using **DAX (Data Analysis Expressions)**.

Data modeling is the skill that separates casual Excel users from true analytics professionals. You will understand star schemas, fact tables, dimension tables, and how to design a model that powers flexible, accurate reporting across your entire organization.

- Data modeling concepts and best practices
- Building and managing table relationships
- Working with large, multi-table datasets
- Introduction to DAX calculations and measures

## DAX in This Course

DAX (Data Analysis Expressions) is the formula language used in Power Pivot and Power BI. Unlike standard Excel functions, DAX is designed specifically for **data models and business calculations**. In this course, Excel functions are not covered – the focus is on DAX, which is far more powerful for analytics and reporting.

# What is DAX and Why Does It Matter?

DAX – Data Analysis Expressions – is the calculation language that powers both Power Pivot in Excel and Power BI. It allows you to create dynamic measures and calculated columns that work across your entire data model, regardless of how you filter or slice your data. Unlike Excel formulas, DAX is context-aware, meaning its calculations automatically respond to filters, slicers, and report views.

This course teaches DAX from a **business-first perspective** – you'll learn the functions and patterns that are most useful in real finance and reporting scenarios, including time intelligence functions for year-over-year comparisons, cumulative totals, and dynamic KPI calculations.



## Calculated Measures

Create dynamic business calculations that respond to any filter context



## Time Intelligence

Year-to-date, prior year, and rolling period comparisons



## Filter Context

Understand how DAX evaluates calculations across filtered datasets



## KPI Calculations

Build variance, achievement rate, and performance metrics with DAX

# Module 4 – Dashboards in Excel

Building a dashboard in Excel is an art form – and this module teaches you to do it at a professional level. You will move far beyond basic charts and static tables, learning how to design **dynamic, interactive, and visually compelling dashboards** that management will actually use and trust. Every technique taught here is used in real corporate reporting environments.

## KPI Dashboards

Design dashboards that surface the most critical business metrics clearly and instantly

## Dynamic Charts

Build charts that automatically update based on selections, filters, and date ranges

## Interactive Elements

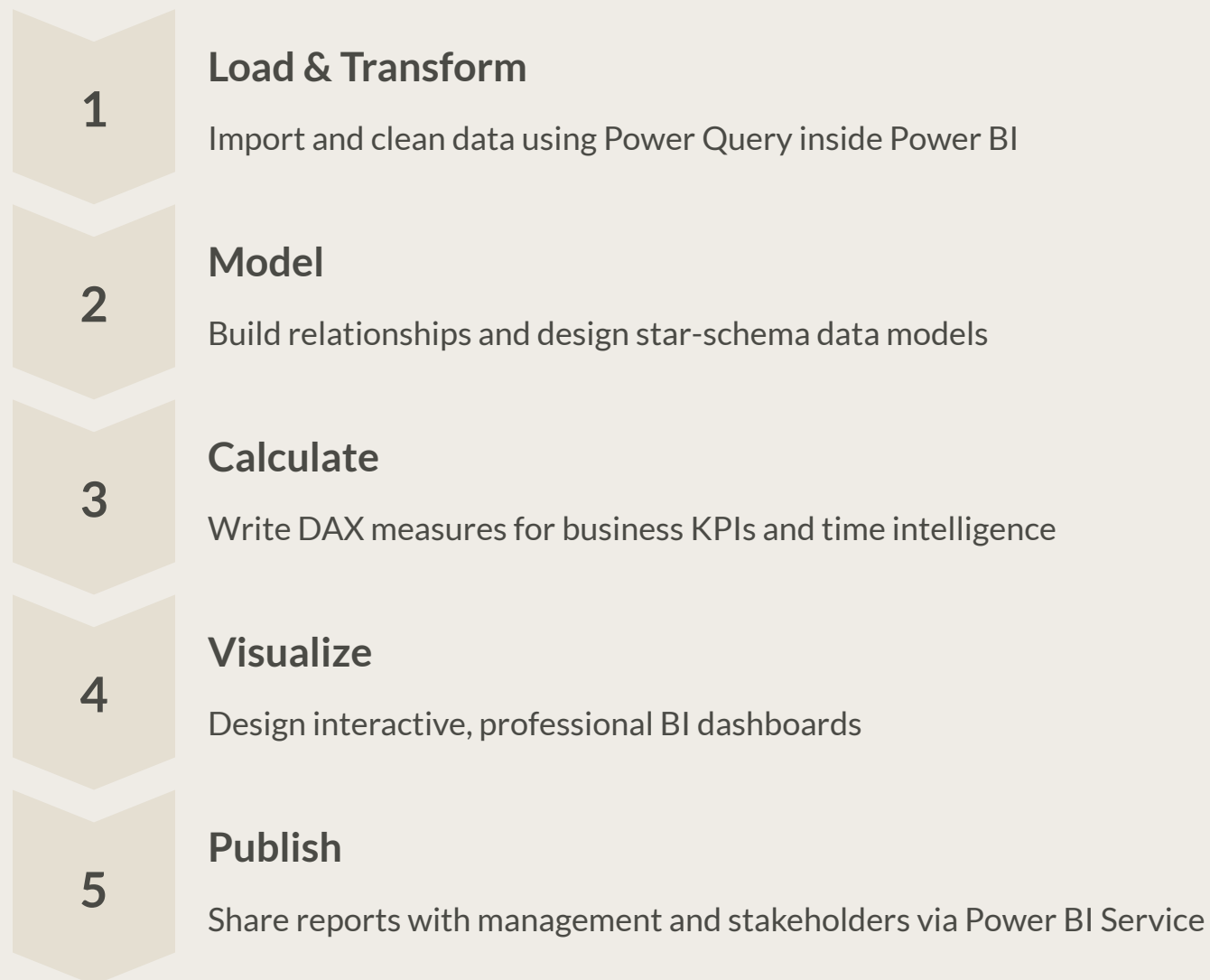
Use slicers, drop-downs, and buttons to make dashboards fully interactive

## Financial & Management Dashboards

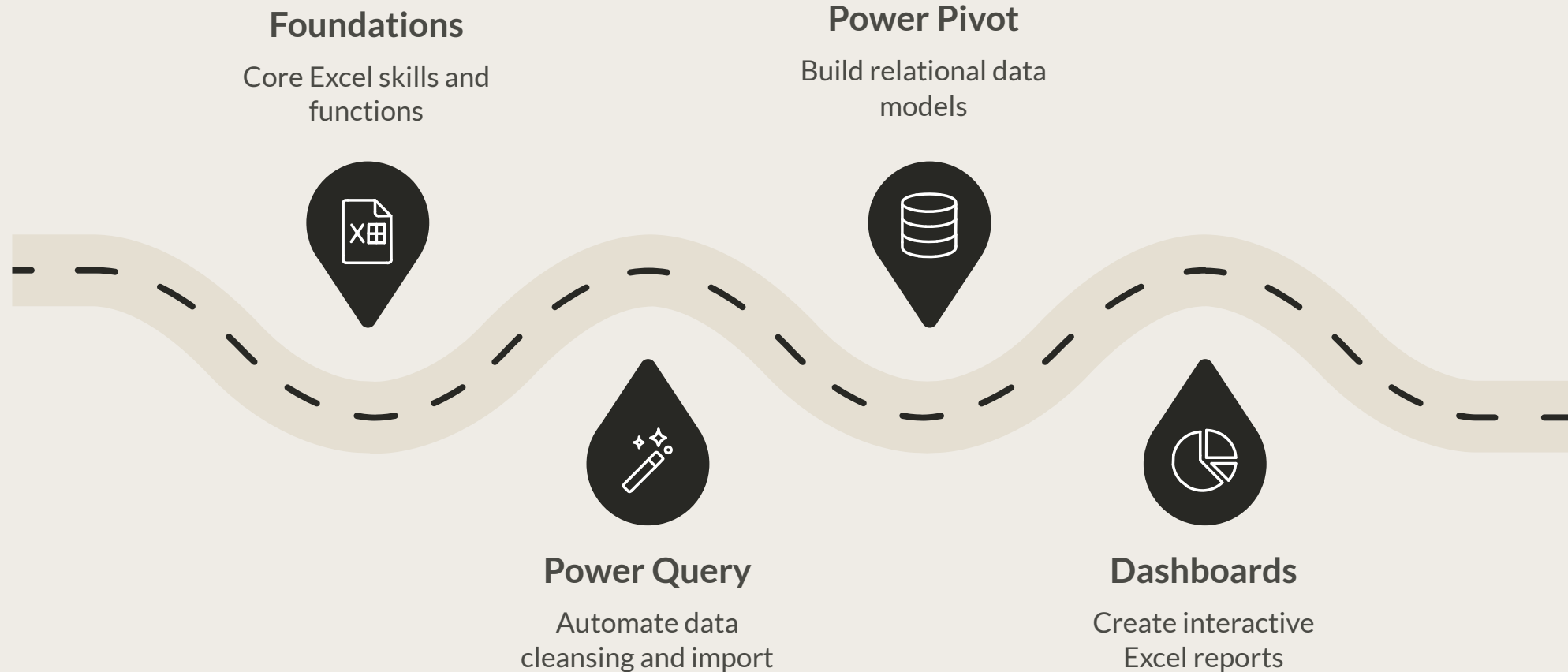
Build the specific dashboard types used in finance, FP&A, and management reporting

# Module 5 – Power BI

The final module takes everything you've built and learned – Power Query, data modeling, DAX – and applies it in **Microsoft Power BI**, the world's leading business intelligence platform. You will build professional-grade BI reports and dashboards that can be published, shared, and accessed across your entire organization.



# The Complete Analytics Journey



Each module builds directly on the previous one, creating a seamless learning journey from foundational Excel skills to enterprise-grade Power BI reporting. By the end of the program, you will have traversed the complete analytics workflow – from raw data to polished, published business intelligence – with hands-on practice at every stage.

# Why Choose This Program

There are many Power BI courses available online. There are many Excel courses. But very few programs exist that bring together Excel, Power Query, Power Pivot, Dashboards, Power BI, Data Modeling, and Business Reporting into a single, cohesive, career-transforming program. This is the program that finance and business professionals have been looking for.

The difference is not just what we teach — it's **how we teach it** and **why we teach it**. Every topic is introduced in a business context, applied with real data, and connected to actual outcomes that matter to organizations: faster reporting, better insights, and smarter decisions.

# What Makes This Program Different



## Complete Analytics Program

Not just Power BI. Not just Excel. A complete end-to-end reporting and analytics program that covers the entire modern analytics stack.



## Real Business Reporting Focus

You will build financial dashboards, sales dashboards, budget vs. actual reports, KPI dashboards, and automated monthly reports.



## Automation & Efficiency

You will learn how to automate data cleaning, automate reporting, reduce manual work, and save hours every month.



## Data Modeling & DAX

You will understand how professional data models work and how to create powerful calculations using DAX.



## Dashboard Design & Storytelling

You will learn not only how to build dashboards, but how to design them, highlight KPIs, and tell a compelling story with data.

# This is Not Software Training

"We don't teach you how to click buttons in Power BI or Excel. We teach you how to **think analytically**, build models that work, design dashboards that communicate, and become the professional your organization relies on for data and insights."

— Hesham Mokhiemer, The Financier Academy

## Other Courses

Software feature tutorials with no business context. Generic examples disconnected from real finance work.

## The Financier Academy

Career and productivity transformation. Real business datasets. Finance-first approach with immediate job applicability.

# The Competitive Advantage You Will Build

## Speed

Automated Power Query pipelines mean your monthly reports that once took days now refresh in minutes – freeing you for higher-value analysis work.

## Accuracy

Data models eliminate formula errors and manual consolidation mistakes. Your numbers become reliable and auditable.

## Influence

Professional dashboards and clear data storytelling make you the most visible and impactful person in any management meeting.

## Employability

Power Query, Power Pivot, DAX, and Power BI are among the most in-demand analytics skills in the GCC and global job market.





# What You Will Gain from This Course

This program is built around **concrete, measurable outcomes**. By the time you complete all five modules, you will possess a complete set of modern analytics skills that immediately improve your productivity, your reporting quality, and your professional value. These are not theoretical capabilities — they are skills you will apply on your first day back at the office.

# Your Skills After Completing This Program

## **Clean and Transform Data with Power Query**

Build automated data pipelines that import, clean, and reshape data from multiple sources with a single refresh click

## **Build Professional Data Models with Power Pivot**

Design multi-table data models with proper relationships and DAX calculations for accurate, flexible reporting

## **Create Interactive Excel Dashboards**

Design dynamic, professional-grade dashboards in Excel that management can interact with and trust

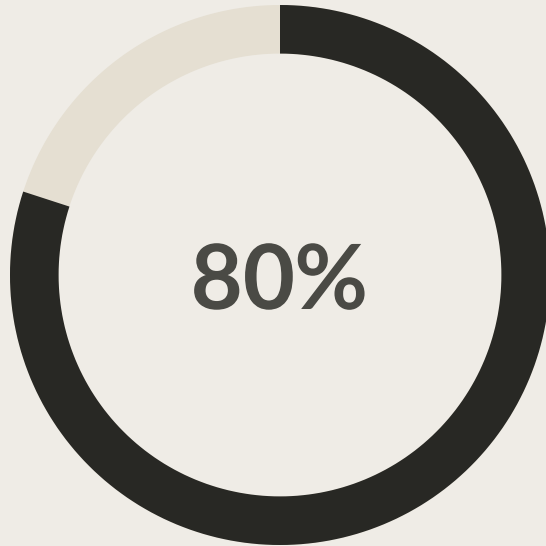
## **Build Power BI Reports and Dashboards**

Publish professional business intelligence reports that can be accessed and used across your entire organization

## **Present Business Insights Clearly**

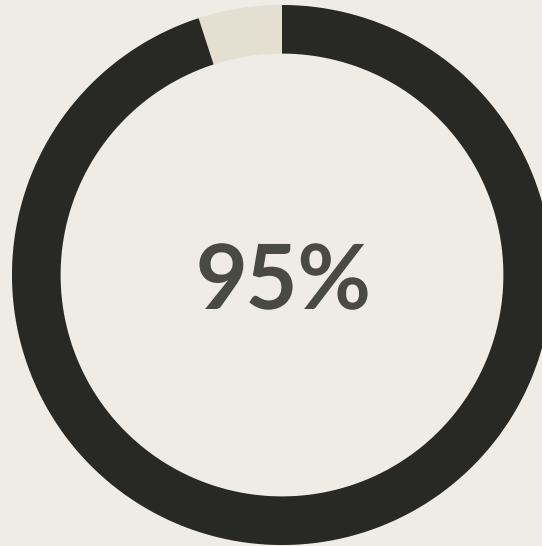
Communicate data findings persuasively using dashboard design, data storytelling, and visual best practices

# Career & Productivity Impact



## Reporting Time Saved

Typical reduction in manual report preparation time after applying Power Query automation



## Error Reduction

Near-elimination of manual data consolidation errors through data model-driven reporting



## Practical Application

Every skill taught is directly applicable to real finance and business reporting work

The ROI of this program is felt from the very first week you apply these skills at work. Professionals who complete this program consistently report dramatic improvements in their productivity, confidence, and ability to contribute at a strategic level within their organizations.

# Improve Your Organization's Reporting Capability

## Before This Course

- Manual monthly reports taking days to prepare
- Copy-paste consolidation from multiple files
- Static tables and basic charts
- Data errors and reconciliation issues
- Reports that no one reads or acts on
- Limited ability to answer ad-hoc questions

## After This Course

- Automated reports that refresh in minutes
- Power Query pipelines replacing manual consolidation
- Interactive dashboards that engage management
- Data models ensuring accuracy and consistency
- Dashboards that drive real business decisions
- Instant answers to any analytical question

# Our Learning Methodology

The Finaceer Academy follows a **practical, applied learning methodology** that is fundamentally different from traditional training approaches. We don't believe in passive learning – watching videos or reading slides. We believe in learning by doing, with every concept immediately applied in a hands-on exercise using real business data. This approach accelerates skill development and ensures genuine retention.

Our four-stage learning framework is designed to take you from understanding a concept all the way through to applying it confidently in your own work environment – with support and guidance at every step.

# The Four-Stage Learning Framework



## Step 1 – Understand

Learn the concept, the business context, and why it matters. Every tool and technique is introduced with a clear business purpose.



## Step 3 – Practice

Work on structured exercises and independent practice files to reinforce and deepen your understanding.



## Step 2 – Build

Build reports, models, and dashboards step-by-step alongside the instructor using real business datasets.



## Step 4 – Apply

Apply the techniques directly to real business scenarios from your own industry and reporting environment.

# Learning That Sticks



## Live Demonstrations

Every concept is demonstrated live, step-by-step, so you see exactly how it works in a real file before you attempt it yourself



## Hands-On Exercises

Practice files accompany every module so you can apply concepts immediately and build genuine confidence through repetition



## Real Business Scenarios

Every exercise uses realistic finance and business data — the kind you encounter every day in your actual job



# Course Features

This program comes with a comprehensive set of learning resources and materials designed to support your learning throughout the course and serve as reference tools long after you complete the program. Everything you need to succeed – from practice files to downloadable templates – is included.

# Everything Included in This Program

## Downloadable Files

All Excel workbooks, Power BI files, and dataset files used throughout the course are yours to keep and reference

## Real Business Datasets

Practice with actual finance and business data that mirrors real-world reporting scenarios

## Hands-On Training

Every session is practical and interactive — you build alongside the instructor throughout the entire course

## Dashboard Templates

Professional dashboard templates you can adapt and deploy immediately in your own reporting work

## Practice Exercises

Structured exercise files for every module to reinforce learning and test your understanding

## DAX Function Library

A curated reference guide to the most important DAX functions used in finance and business reporting

# Technology Coverage



## Microsoft Excel

Pivot Tables, Pivot Charts, and advanced data analysis – the foundation of every finance professional's toolkit, taken to a professional level



## Power Pivot & DAX

Build enterprise-grade data models in Excel and write powerful DAX calculations for dynamic business reporting



## Power Query

Available in both Excel and Power BI – automate data import, cleaning, and transformation with a no-code interface



## Microsoft Power BI

The world's leading BI platform – create, publish, and share professional interactive dashboards across your organization



## CHAPTER 9

# Dashboards You Will Build

One of the most powerful aspects of this program is its **portfolio-based, project-driven approach**. You won't just learn concepts in the abstract — you will build a collection of real, professional dashboards throughout the course that you can use in your work, showcase to employers, and adapt for any business reporting need. These are the same types of dashboards used in top finance departments around the world.

# Sales Analysis Dashboard

The Sales Analysis Dashboard provides a complete picture of sales performance across products, regions, customers, and time periods. Built using a multi-table Power Pivot data model, this dashboard allows management to analyze sales trends, identify top performers, spot underperforming areas, and compare performance across any dimension — all from a single, beautifully designed interface.

## Product Analysis

Revenue by product, product category, and SKU with trend visualization

## Customer Analysis

Top customer rankings, retention analysis, and revenue concentration

## Regional Breakdown

Geographic performance analysis with top/bottom region identification

## Time Trend

Monthly, quarterly, and annual sales trends with growth rate calculations



# More Dashboards in Your Portfolio



## Profitability Dashboard

Gross margin, and product/customer profitability analysis with trend tracking and benchmarking



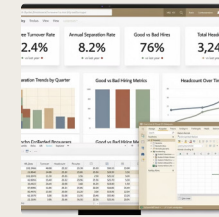
## KPI Dashboard

Executive scorecard showing all critical KPIs with traffic-light indicators, targets, and achievement rates



## Management Reporting Dashboard

A comprehensive management pack dashboard combining financial and operational metrics in a single executive-ready view



## ManPower Analysis Dashboard

Track workforce dynamics including employee turnover rates, separation analysis, hiring quality metrics, and headcount trends — all in one interactive dashboard.

# Dashboard Design Principles You Will Learn

Building a functional dashboard is only half the skill. The other half is **designing dashboards that people actually want to use** – that communicate clearly at a glance, guide the viewer's eye to the most important information, and tell a compelling story about the business. This program dedicates significant time to dashboard design principles that elevate your work from good to professional.

01

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## Define the Story First

Identify what decision or insight the dashboard must support before choosing a single chart type

03

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## Choose the Right Charts

Select chart types that communicate your specific data relationship clearly and without ambiguity

02

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## Design Visual Hierarchy

Use size, color, and position to guide the viewer to the most critical information first

04

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## Eliminate Noise

Remove everything that doesn't serve the viewer's understanding – less is almost always more



CHAPTER 10

# What Our Participants Say

The true measure of any training program is the impact it has on the professionals who attend. Here is what participants from previous cohorts of The Financeer Academy have said about their experience with this program. These testimonials reflect the transformation that happens when finance professionals gain modern analytics skills.

# Voices from Our Community

“

"This course completely changed how I work with data and reports. I now build in an hour what used to take me an entire day. Power Query alone was worth every penny of the investment."

– Financial Analyst, GCC

”

“

"Power BI and Excel dashboards are now part of my daily work thanks to this course. My management team now has dashboards they can interact with instead of static Excel files. The credibility this has given me is remarkable."

– Finance Manager

”

“

"Hesham's approach is unique – he doesn't just teach the tool, he teaches you how to think about data. The DAX functions module was particularly eye-opening for me as an FP&A professional."

– FP&A Professional

”

# More Participant Feedback

"I enrolled in this course to learn Power BI, but what I got was a complete transformation in how I approach data. The data modeling concepts alone changed the way I structure all my reporting work."

– **Business Analyst**

"The Budget vs. Actual dashboard we built in Module 4 is now our official monthly reporting dashboard at work. My FD was so impressed that she asked who built it. That was a great moment."

– **Senior Accountant**

"Real examples, real data, real results. No other course I've taken has been this applicable to my actual daily work. I've recommended this to my entire finance team."

– **Reporting Specialist**



# Your Transformation Story Starts Here

**Where You Are Today**

Spending hours on manual reports, working with static files, limited analytical capability, and missing the modern skills that employers are actively seeking in finance and analytics roles.

**Where You'll Be After**

Building automated dashboards, commanding professional Power BI reports, applying DAX calculations confidently, and being the analytics-capable professional that every organization wants on their team.

Total Revenue  
**\$33,6510**

Gross Margin  
**\$12,263**

**Customer Analyzes**

**Regional Analysis**

**Manpower Utilization**

| Budget       | Atuat | Variance | DAX Measures |          |
|--------------|-------|----------|--------------|----------|
|              |       |          | Ectvat       | Satuance |
| Budget       | 2204  | \$6,17   | 00           | 01       |
| Actuals      | 100   | 5268     | 05           | 2030     |
| Steuseiority | 1360  | 2,32     | 08           | 2066     |
| Suridry      | 3,00  | 10,66    | 102          | 1904     |
| Premiavery   | 1170  | 2100     | 08           | 908      |
| Mantanty     | 5.90  | 5.59     | 247          | 300      |
| Actual       | 2.00  | 2000     | 260          | 0,00     |

# Frequently Asked Questions

## **Do I need to know Excel functions before attending?**

No. This course does not teach or require Excel functions. The program focuses entirely on Power Query, Power Pivot, DAX, dashboard design, and Power BI — tools that are independent of traditional Excel formula knowledge.

## **Is this course suitable for beginners?**

Yes, provided you have basic Excel familiarity. You don't need any prior Power BI, Power Query, or Power Pivot experience. The step-by-step methodology ensures that even beginners can follow and succeed.

## **What software do I need?**

You will need Microsoft Excel (2016 or later recommended) and Power BI Desktop, both of which are available through standard Microsoft 365 subscriptions or as free downloads.

## **Will I receive the course files?**

Yes. All Excel workbooks, Power BI files, practice datasets, and exercise files used throughout the course are fully downloadable and yours to keep and use indefinitely.

# More Questions Answered

## How is this different from watching YouTube tutorials?

YouTube tutorials show isolated features without business context, structure, or a learning progression. This program is a structured, sequenced curriculum with real datasets, hands-on exercises, and a finance-first perspective that YouTube simply cannot replicate.

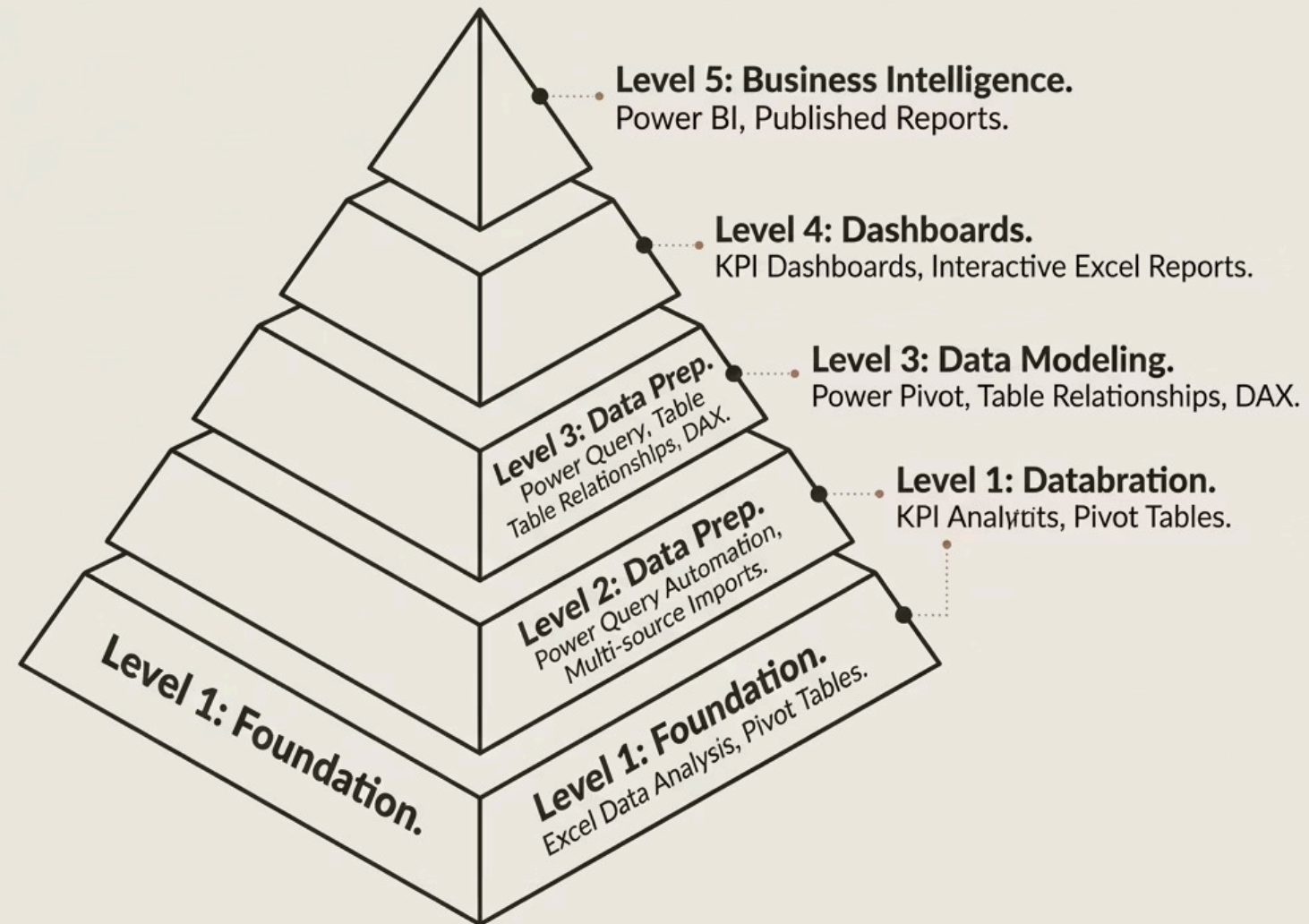
## Does this course cover DAX in depth?

Yes. DAX is covered in both the Power Pivot module and the Power BI module, with a focus on the functions and patterns most commonly used in finance and business reporting — including time intelligence, calculated measures, and KPI logic.

## Is the training available online or in-person?

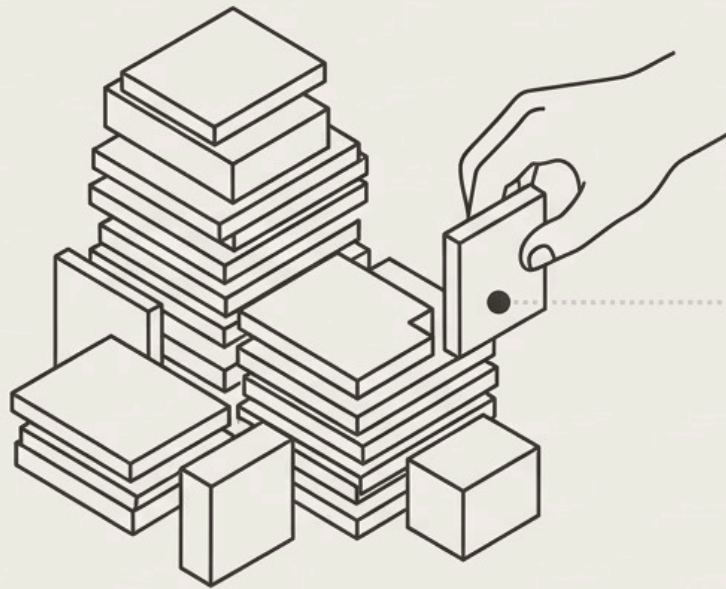
This program is delivered as a self-paced eLearning course, giving you the flexibility to learn at your own pace, on your own schedule, from anywhere. For corporate training, group enrollments, or customized in-house delivery for your organization, feel free to contact us to discuss tailored solutions.

# The Modern Finance Professional Skills Stack



This program systematically builds your capabilities across all five levels of the modern finance analytics skills stack – from foundational data handling all the way through enterprise Business Intelligence. Each level is a prerequisite for the next, ensuring your skills are deep, connected, and immediately applicable.

# Power Query vs. Traditional Data Preparation



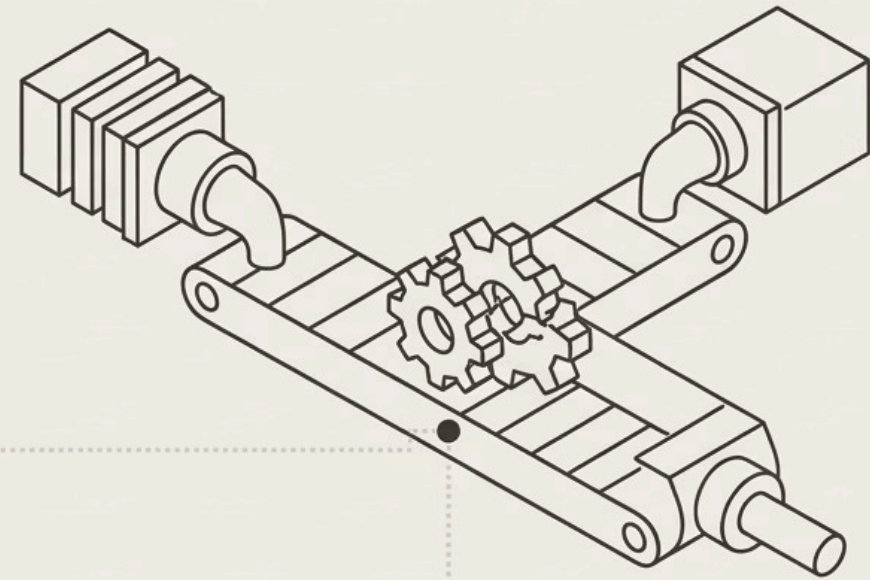
## Manual Copy-Paste & Redo



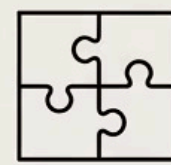
**Hours per Report**



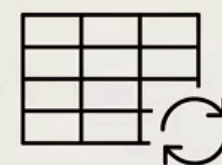
**Error-Prone & Static**



## Automated Pipelines



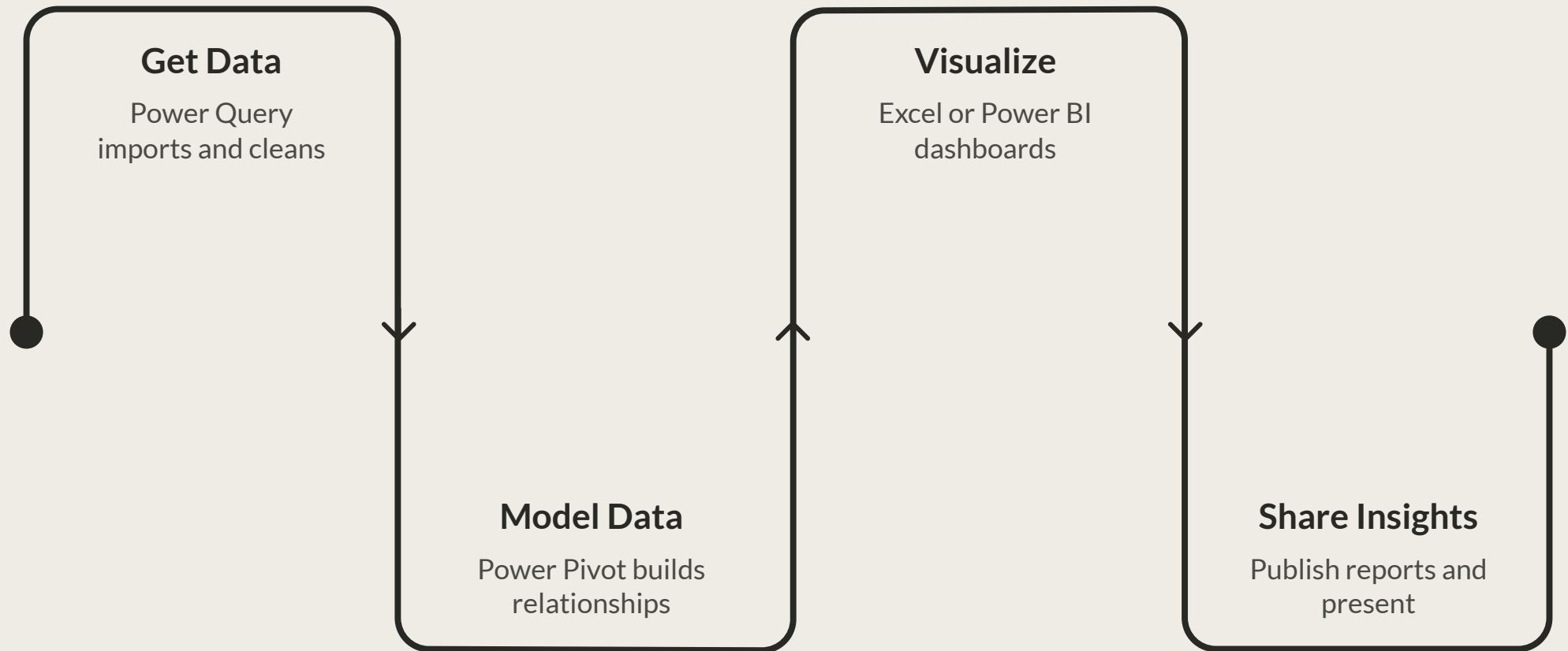
**Consistent & Reliable**



**Dynamic & One-Click Update**

The productivity case for Power Query is overwhelming. Finance professionals who automate their data preparation with Power Query consistently report dramatic reductions in time spent on routine reporting work — time that can be redirected toward analysis, interpretation, and strategic input. This is one of the most immediately impactful skills in the entire program.

# The Data Analytics Workflow



Understanding the end-to-end workflow is critical to becoming a true analytics professional. This program teaches each stage of the workflow as an interconnected system – so you understand not just how each tool works, but how they work together to produce reliable, repeatable, and impactful business reporting at scale.

# Data Modeling Fundamentals

Data modeling is the foundational skill that separates casual spreadsheet users from true analytics professionals. A well-designed data model is the engine behind every professional Power Pivot and Power BI report – it determines what questions you can answer, how quickly reports refresh, and how reliably calculations perform across millions of rows of data.

In this program, you will learn to design data models using the **star schema** approach – the industry standard for business intelligence data models. You'll work with fact tables, dimension tables, and carefully managed relationships that ensure your DAX measures calculate correctly in any filter context.

## Fact Tables

Transactional data – sales records, journal entries, budget lines

## Dimension Tables

Descriptive data – dates, products, customers, departments

## Relationships

Connecting tables through keys to enable cross-table calculations

## DAX Measures

Business calculations that work across all relationships in the model

# Power BI in the Modern Organization

Power BI has become the standard business intelligence platform for organizations of all sizes across the GCC and globally. Finance teams that have adopted Power BI report significant improvements in the speed, quality, and impact of their reporting – moving from monthly PDF reports to live, interactive dashboards that stakeholders can explore themselves.

This program prepares you to be a fully capable Power BI practitioner – someone who can build the complete solution from data connection to published report, and who understands the analytical layer (data model + DAX) that makes Power BI reports truly powerful rather than just visually appealing.



## Publish & Share

Publish reports to Power BI Service and share with management across the organization



## Interactive Exploration

Stakeholders can filter, drill down, and explore data themselves without IT or analyst involvement

# The Finaceer Academy Programs

In addition to this flagship Power Query, Power Pivot & Dashboards program, The Finaceer Academy offers a comprehensive suite of training programs for finance and business professionals at every stage of their analytics journey.



## Excel Foundations for Finance

Core Excel skills for finance professionals – data management, analysis techniques, and professional reporting



## Power BI Mastery

Advanced Power BI – from data modeling and advanced DAX to custom visuals and Power BI Service deployment



## Financial Modeling in Excel

Build integrated financial models – P&L, balance sheet, cash flow, and scenario analysis for planning and valuation



## Data Analytics for Finance

A complete business intelligence program covering the full analytics stack for finance and business professionals



## DiplIFR Masterclass

Comprehensive exam preparation for the ACCA Diploma in International Financial Reporting (DiplIFR). Master the full range of IFRS standards, consolidation, financial instruments, and complex reporting scenarios – structured to help you pass the DiplIFR exam with confidence. Ideal for finance professionals seeking internationally recognized IFRS expertise.



## IFRS Certificate

A focused certification program covering the core International Financial Reporting Standards (IFRS) applied in practice. Designed for accountants, finance managers, and reporting professionals who need a solid, working knowledge of IFRS – including revenue recognition (IFRS 15), leases (IFRS 16), financial instruments (IFRS 9), and key disclosure requirements. Ideal for professionals preparing financial statements under IFRS or transitioning from local GAAP.

# Industries We Serve

**Banking and  
Financial  
Services**

**Manufacturing  
and Industrial**

**Retail and  
Consumer  
Goods**

**Healthcare  
and  
Pharmaceuticals**

**Real Estate  
and  
Construction**

**Oil and Gas  
and Energy**

The Financier Academy's programs have been delivered to professionals across a wide range of industries throughout the GCC and beyond. The analytics skills taught in this program are universally applicable – wherever there is data, reporting, and a need to make better business decisions, these skills create immediate value.

# Your Learning Investment

Investing in this program is investing in your professional future. The skills you will acquire — Power Query automation, Power Pivot data modeling, DAX calculations, and professional dashboard design — are among the most sought-after analytics capabilities in the GCC and global job market. Finance and business professionals with these skills consistently command higher salaries, take on more strategic roles, and contribute at a significantly higher level to their organizations.

- ❏ **Think About This:** If this program saves you just 5 hours per month on manual reporting work — that's 60 hours per year. What is your time worth? What could you do with those 60 hours redirected toward analysis, strategy, and higher-value work? The ROI of this program pays back immediately and continues compounding throughout your career.

# Skills That Pay Dividends



## Excel Proficiency

The baseline every finance professional has

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## + Power Query

Automated reporting, massive time savings

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## + Power Pivot & DAX

Professional-grade analytics and calculations

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## + Dashboard Design

Management-ready reporting that drives decisions

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## + Power BI

Enterprise BI capability and career differentiation

# Register & Get Started

Your journey to becoming a modern, data-driven finance professional starts with a single decision. Thousands of finance and business professionals across the GCC and beyond have already made that decision — and the results have been transformational in their work, their reporting capabilities, and their career trajectories.

Don't continue spending hours on manual reports, working with static files, and missing the modern analytics skills that employers are actively seeking. The tools exist. The knowledge is available. The only thing between where you are today and where you want to be is the decision to take this step.

# Three Simple Steps to Enroll



## Visit The Finaceer Academy

Go to the website and find the Power Query, Power Pivot & Dashboards program page



## Complete Your Registration

Fill in the enrollment form and secure your place in the next available cohort



## Start Your Analytics Journey

Receive your course materials, access your files, and begin building the skills that will transform your career

[Enroll Now](#)

[Learn More](#)

# Become a Data-Driven Professional

# Train. Transform. Thrive.

Stop building manual reports. Start building automated dashboards, professional data models, and insights that move organizations forward. The Financeer Academy is ready to help you make that transformation – with the most practical, business-focused analytics training available for finance professionals.



## Power Query

Automate your data preparation forever



## Power Pivot & DAX

Build models and calculations that professionals trust



## Dashboards

Design reports that management actually uses



## Power BI

Publish enterprise-grade BI across your organization