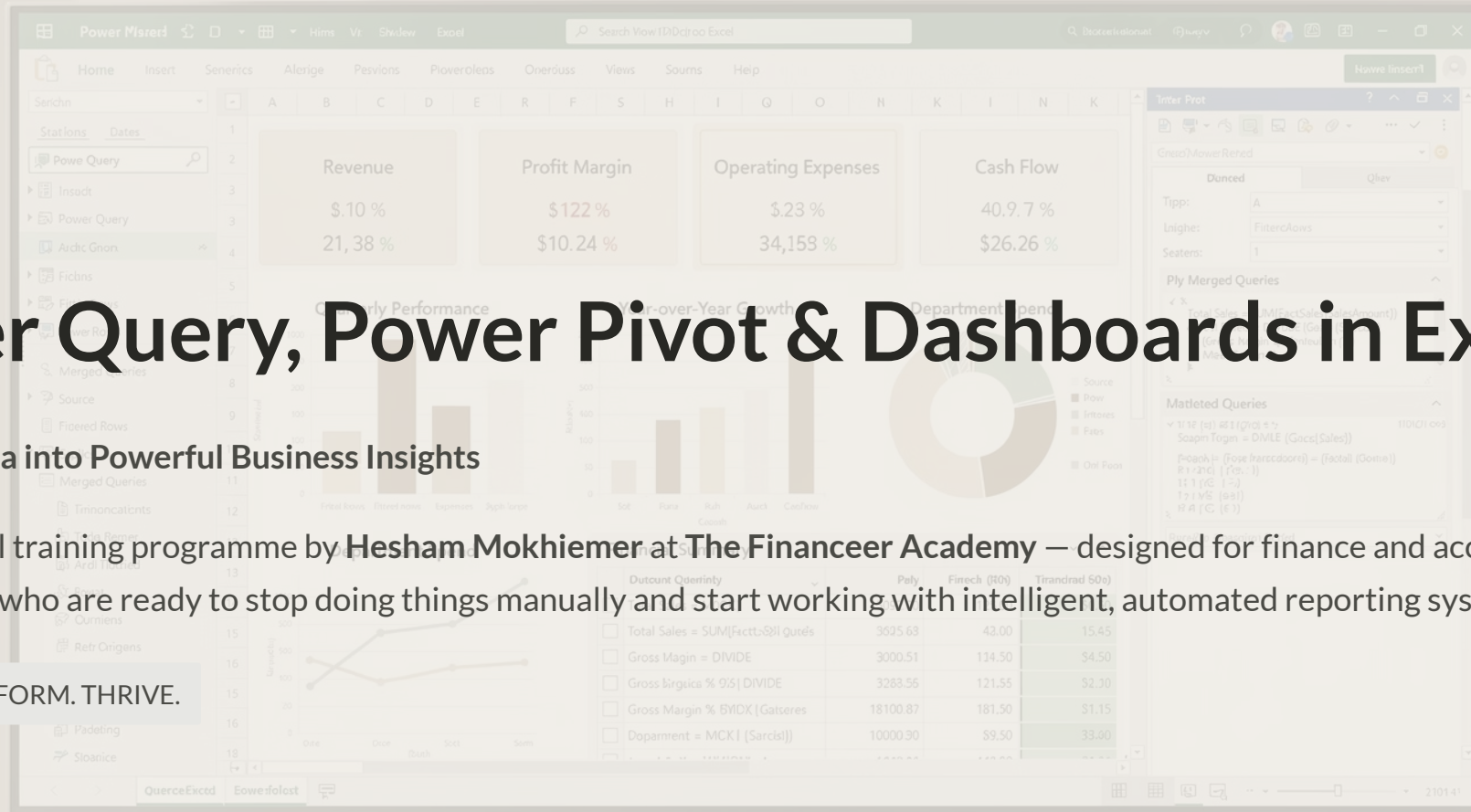


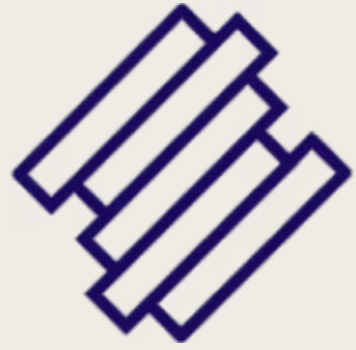
Power Query, Power Pivot & Dashboards in Excel

Turn Raw Data into Powerful Business Insights

A professional training programme by **Hesham Mokhiemer** at **The Financeer Academy** – designed for finance and accounting professionals who are ready to stop doing things manually and start working with intelligent, automated reporting systems.

TRAIN. TRANSFORM. THRIVE.





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.

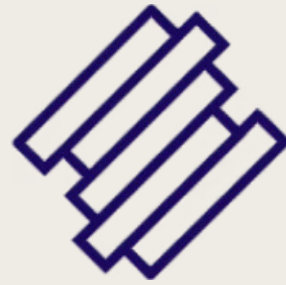


GCC & Africa

Regional Presence

18,000+

Professionals Trained



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

About Your Instructor

Hesham Mokhiemer — Finance & Data Analytics Trainer

27+ Years of Experience

Hesham brings over two decades of hands-on experience in finance, reporting, and business analysis — including senior roles as Finance Director and Head of Finance.

Built for the Real World

Every technique taught in this course has been used in real business environments — from building financial models to automating management reporting with Excel and BI tools.

- Real financial models built from scratch
- Dashboards developed for management reporting
- Reporting automation across industries

"If you can build it during the session, you can use it in your job tomorrow." — Hesham Mokhiemer

Hesham's Training Philosophy

Hesham has trained **thousands of professionals** across industries throughout his career, earning a reputation for making complex analytical concepts accessible, practical, and immediately applicable. His sessions are known for being highly interactive — participants aren't passive observers, they build alongside the instructor in real time.



Highly Practical

Every concept is demonstrated using real datasets and real-world reporting challenges — not toy examples.



Step-by-Step

Complex techniques are broken down into manageable, logical steps so that every participant can follow and build independently.



Engaging & Interactive

Sessions include live exercises, challenges, and Q&A to ensure active participation and deep understanding.



Business-Focused

The focus is always on applying techniques to solve real business reporting problems, not just demonstrating software features.

About The Finaceer Academy

At **The Finaceer Academy**, we specialise in transforming finance professionals into **data-driven decision makers**. In today's competitive business environment, understanding numbers is no longer enough – you must know how to **analyse, model, and present them effectively** to drive real business impact.

Our programmes are built around practical application, real business scenarios, and hands-on learning. We don't believe in abstract theory delivered in isolation from the workplace. Everything we teach is designed to be immediately applicable the moment you return to your desk.

We have trained thousands of professionals across the GCC and beyond, helping them make the transition from **manual, copy-paste reporting to intelligent automation and dynamic dashboards**. The results speak for themselves – professionals who complete our programmes consistently report significant time savings and measurable career advancement.

📌 At The Finaceer Academy, we don't teach tools. We teach how to **use tools to solve real business problems**.

Who Should Attend This Course

This course is specifically designed for professionals who work with data as part of their daily roles and are ready to move beyond basic spreadsheet skills. If you are spending hours on manual reporting, wrestling with messy data, or struggling to present insights in a compelling way – this course was built for you.

1

Finance & Accounting Professionals

Build automated reporting systems and dynamic dashboards that replace hours of manual work.

2

Financial Analysts & FP&A Professionals

Develop powerful data models and analytical frameworks using Power Pivot and DAX.

3

Business & Reporting Analysts

Transform raw, multi-source data into clean, structured, insight-ready reports with Power Query.

4

Advanced Excel Users

Take your existing Excel skills to a professional, enterprise-level data analytics capability.

Is This Course Right for You?

You Should Attend If You Are...

- Still using copy-paste to compile reports
- Spending hours manually cleaning data every month
- Struggling with large datasets in standard Excel
- Producing static reports that don't tell a clear story
- Looking to add high-demand analytical skills to your CV
- Working with data from multiple sources or systems

After This Course You Will Be...

- Automating your entire data preparation process
- Connecting and modelling multiple data sources effortlessly
- Building dynamic dashboards that refresh with one click
- Presenting insights clearly using professionally designed visuals
- Working at a level comparable to a professional data analyst
- Saving hours every single reporting cycle

📄 If you are still relying on **manual Excel work, copy-paste workflows, or static reports** — this course will completely transform how you work.

What Makes This Course Different

Let's be honest – the internet is full of Excel courses. Most of them teach you functions. They walk you through formulas in isolation, disconnected from the real challenges you face at work. **This course is different at its core.**

Rather than focusing on functions, this programme teaches you how to build **real, end-to-end reporting systems** that work in an actual business environment. You will work with real datasets, build real dashboards, and solve real reporting challenges from the very first session. The tools you master here – Power Query, Power Pivot, and DAX – are the same tools used by professional data analysts every day.

We don't teach isolated functions. We teach you how to **build complete, intelligent reporting systems from scratch.**

Six Pillars That Set This Course Apart



Real Business Applications

Build real dashboards, analyse real financial data, and solve real reporting challenges – not hypothetical exercises.



Automation with Power Query

Clean messy data, automate repetitive tasks, and connect multiple data sources without writing a single formula.



Data Modelling with Power Pivot

Build relationships between tables and create efficient data models capable of handling large enterprise datasets.



Dashboard Design & Storytelling

Design dynamic, interactive dashboards that present KPIs clearly and communicate insights to decision makers.



Hands-On Learning

Build models in real time during every session. Work on real datasets. Leave with files you can immediately deploy.



Resource-Rich Experience

Receive Excel files, dashboard templates, practice exercises, and step-by-step guides to support your learning journey.

Course Module Overview

This course is structured into three major learning pillars — each building on the previous one to create a complete, end-to-end data analytics capability inside Excel. Together, they take you from messy raw data all the way to a polished, interactive management dashboard.



Power Query

Get & clean raw data

Power Pivot

Model and analyse data

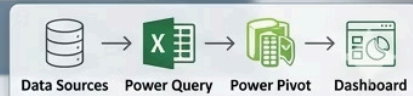
Dashboards

Visualise and present insights

Each pillar is delivered with a combination of conceptual explanation, live demonstration, and hands-on practical exercises. By the end of the course, you will have built a complete, working reporting system entirely within Excel — one that you can adapt and deploy in your own organisation immediately.

GLOBAL SALES PERFORMANCE DASHBOARD

Built with Excel, Power Query, and Power Pivot



Module 1 – Data Quality, Data Problems & Cleansing

In any finance or reporting environment, the quality of your data determines the quality of your decisions. Before any analysis can begin, data must be trustworthy, consistent, and complete. This section of Module 1 addresses the most common data quality problems encountered in real business environments – and how Power Query provides a systematic solution to each one.

Inconsistent Formatting

Dates stored as text in some systems and as date values in others, numbers formatted with different decimal separators, currency symbols embedded in numeric fields, and mixed case text such as “LONDON”, “London”, and “london” all interfere with grouping, matching, and lookup logic.

Duplicate Records

The same transaction, customer, or product can appear multiple times because of system exports, manual data entry errors, or merging data from multiple sources without deduplication. Left unresolved, duplicates inflate totals and distort reporting.

Missing & Blank Values

Empty cells where values are expected, nulls imported from databases, and gaps in time series data can distort totals, averages, and trend calculations. Missing data also weakens the reliability of downstream analysis and dashboards.

Mixed Data Types

Columns that contain both numbers and text, or dates mixed with free-text entries, make it impossible to sort, filter, or calculate correctly until the data type is standardised. These inconsistencies are a frequent source of formula errors.

Structural Inconsistencies

Data often arrives in different shapes from different sources: some files include headers, some do not; some contain merged cells; others place data in rows that should be in columns, requiring unpivoting before analysis can begin.

Naming & Categorisation Errors

Product names, department labels, and region names often vary slightly across systems – for example, “Mktg”, “Marketing”, and “MARKETING DEPT” – which causes incorrect groupings, broken relationships between tables, and inconsistent reporting outputs.

Power Query addresses every one of these problems through a visual, step-by-step transformation interface. Each cleansing action – whether removing duplicates, replacing values, changing data types, or unpivoting columns – is recorded as a step in the query. This means the entire cleansing process is automated and repeatable: the next time data is refreshed, all corrections are applied instantly, with zero manual intervention.

Module 2 – Power Query: Automate Your Data

Power Query is the most powerful data transformation tool available inside Excel – and most finance professionals have never used it. This module introduces you to a completely new way of working with data: one where **cleaning, shaping, and loading data is fully automated and repeatable** with a single click.

In finance, poor data quality is one of the most common and costly problems teams face. The same dataset may contain dates formatted differently across systems, duplicate entries, blank rows, mixed data types, text/number mismatches, errors, missing values, and inconsistent naming conventions. These issues create extra work, slow down reporting cycles, and often lead to reconciliation problems and avoidable reporting errors.

Power Query solves these challenges by turning data cleansing into a systematic, repeatable process. You can connect to multiple sources – including Excel files, CSV files, databases, and folders – then standardise formats, remove duplicates, handle blanks, correct data types, and reshape raw data into clean, structured tables ready for analysis. Every transformation is recorded automatically, so the same cleansing steps can be applied again and again whenever data refreshes.

This module eliminates the need for manual data preparation entirely. No more deleting blank rows by hand. No more reformatting dates one by one. No more copy-pasting from multiple sheets. Power Query does all of this for you – and it does it consistently, every single time.

What You Will Build in Power Query

Connect Multiple Data Sources

Link Excel files, CSV exports, ERP system outputs, and folder-based data imports into a single, unified query pipeline.

Clean & Transform Messy Data

Remove duplicates, fix inconsistent formatting, split and merge columns, unpivot tables, and handle nulls — all automatically.

Automate Monthly Refresh

Configure queries so that when your source data is updated, your entire report refreshes instantly without any manual intervention.

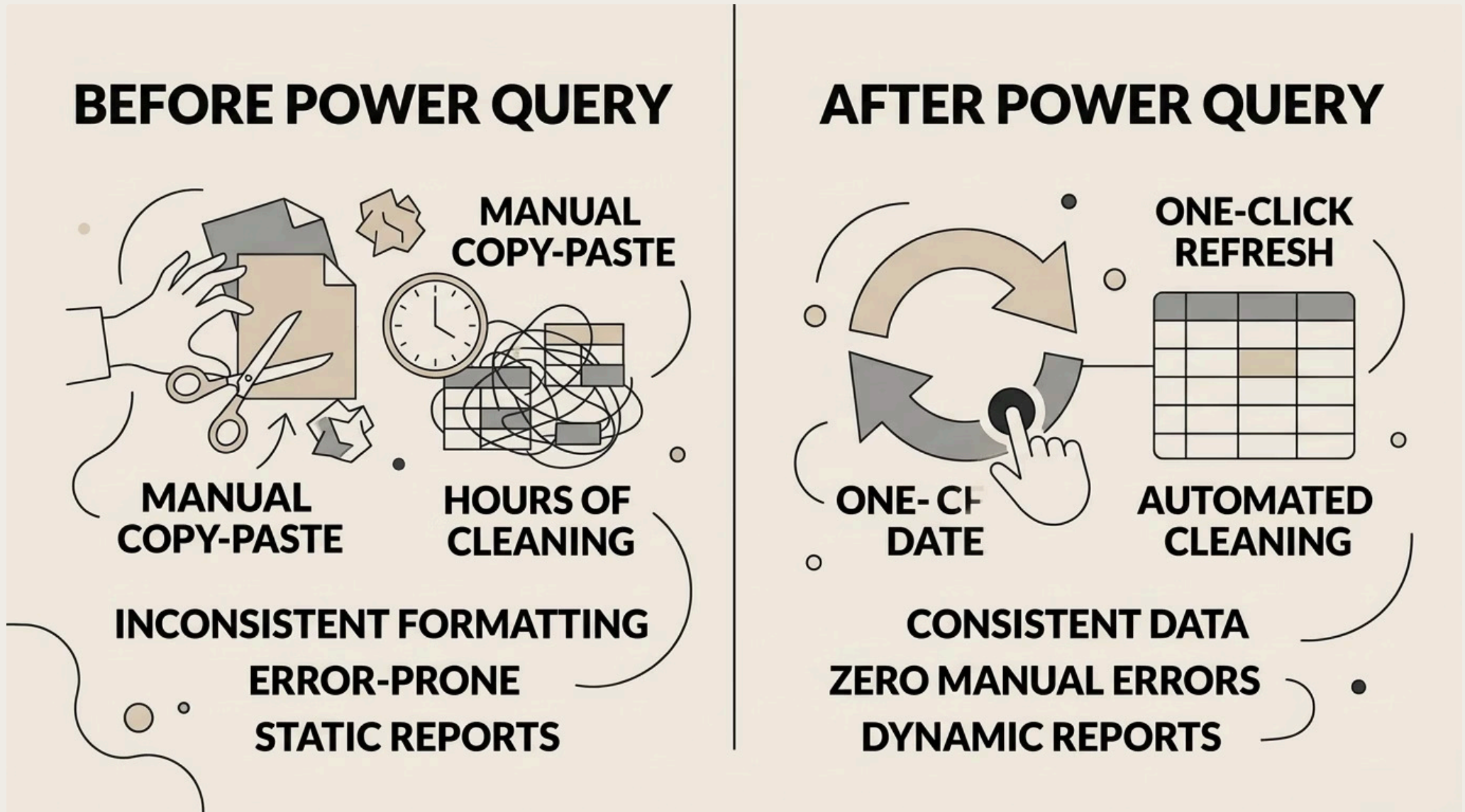
Combine & Append Tables

Merge data from multiple files or sheets — such as monthly data exports — into a single consolidated table ready for analysis.

Load Clean Data to Power Pivot

Feed perfectly structured data directly into the Power Pivot data model, creating a seamless end-to-end analytics pipeline.

The Power of Automation: Before vs. After



The difference between working with and without Power Query is not incremental – it is transformational. Finance professionals who master Power Query consistently report saving **hours every single reporting cycle**, while simultaneously producing more accurate, more consistent, and more reliable data outputs than ever before.

Module 3 – Power Pivot: Build Your Data Model

Power Pivot brings true **data modelling capability** directly inside Excel. If you have ever struggled with VLOOKUP-heavy workbooks that are slow, fragile, and difficult to maintain, Power Pivot is the solution you have been waiting for. Instead of linking sheets with formulas, you build a proper relational data model – just like a professional business intelligence tool.

In this module you will learn how to import multiple tables into the Power Pivot data model and define relationships between them. This means a single Sales table can be connected to a Products table, a Customers table, a Calendar table, and a Regions table – all without a single VLOOKUP in sight. Your data model becomes the analytical engine that powers everything else in the workbook.

Power Pivot also handles **millions of rows of data** without the performance issues that would bring standard Excel to a halt. This makes it perfectly suited for enterprise-scale financial analysis, where datasets from ERP systems can be enormous.

Core Power Pivot Skills You Will Master

Building the Data Model

Import multiple tables and define the relationships between them to create a structured, relational analytics foundation.

Table Relationships

Understand one-to-many and many-to-many relationships, cardinality, and how to design a clean, efficient star schema.

Calculated Columns

Create persistent calculated fields within your data model tables using DAX – evaluated row by row across the entire dataset.

Measures & KPIs

Write DAX measures that calculate aggregations, ratios, and KPIs dynamically based on any filter context in your pivot tables or dashboards.


Large Dataset Performance

Work confidently with millions of rows of data – far beyond what standard Excel can handle – without performance degradation.

DAX – The Language of Business Intelligence

DAX (Data Analysis Expressions) is the formula language of Power Pivot, Power BI, and Analysis Services. It is what transforms a data model into a living, dynamic analytical engine – capable of answering complex business questions with a single measure. This course teaches DAX thoroughly and practically, giving you the ability to write calculations that go far beyond anything possible with standard Excel formulas.

It is important to note that **this course does not cover standard Excel functions**. Instead, we go deep into DAX – the language that powers real business intelligence. DAX operates on entire tables and columns rather than individual cells, and it responds dynamically to the filter context set by slicers, pivot tables, and report selections.

 **Important:** This course is exclusively focused on DAX functions – not standard Excel functions. DAX is the analytical language of Power Pivot and professional BI, and it is what this programme teaches from the ground up.

DAX Functions You Will Learn

The DAX curriculum in this course covers a carefully selected set of functions that deliver the most value in real business reporting scenarios. Each function is taught in context – not as an isolated concept, but as part of a real measure or calculation that solves an actual business problem.

1

CALCULATE

The most powerful function in DAX. Modify the filter context of any calculation to create conditional aggregations and complex comparisons.

2

SUMX / AVERAGEX

Iterator functions that evaluate an expression row by row across a table and return an aggregated result – essential for weighted calculations.

3

RELATED / RELATEDTABLE

Navigate between related tables in your data model to pull values across relationships – the DAX alternative to VLOOKUP.

4

Time Intelligence Functions

Calculate Year-to-Date, Month-to-Date, Prior Year, and rolling period comparisons – critical for financial performance reporting.

5

ALL / ALLEXCEPT / FILTER

Control and manipulate filter context to create percentage-of-total calculations, rankings, and custom filtering logic.

Understanding Filter Context in DAX

The single most important concept in DAX – and the one that unlocks everything else – is **filter context**. Unlike standard Excel formulas that calculate based on cell references, DAX measures calculate based on whatever filters are currently active in your pivot table, slicer, or dashboard. Understanding this concept is what separates a basic DAX user from a powerful one.

Row Context

When DAX evaluates a calculated column, it processes one row at a time. This is row context – the current row being evaluated determines the values available to the formula.

Iterator functions like `SUMX`, `AVERAGEX`, and `MAXX` explicitly create row context across an entire table.

Filter Context

When a measure is evaluated inside a PivotTable or dashboard, it is subject to the current filter context – which slicers are selected, which row and column headings are active, and which `CALCULATE` modifiers have been applied.

Mastering filter context means you can make your measures respond intelligently to any selection a user makes in the report.

Time Intelligence with DAX

Time Intelligence is one of the most valuable capabilities in DAX for finance professionals. It allows you to write measures that automatically calculate **Year-to-Date totals**, **Month-to-Date figures**, **Prior Year comparisons**, **rolling 12-month averages**, and many other time-based analyses — all dynamically responding to whatever period is selected in the report.

To use Time Intelligence functions correctly, you need a properly structured **Date table** in your data model. This course teaches you how to build one from scratch, mark it as a Date table, and link it to your fact tables — giving you the full power of DAX's time intelligence catalogue.

TOTALYTD

Year-to-Date
accumulation

DATEADD

Prior year / prior period
shift

SAMEPERIODLAST YEAR

Exact prior year
comparison

DATESYTD

Custom YTD with fiscal
year end

Module 4 – Dashboard Design in Excel

The final module is where everything comes together. Having automated your data preparation with Power Query and built your analytical engine with Power Pivot and DAX, you now learn how to present your insights through **professionally designed, interactive, dynamic dashboards** – entirely within Excel.

This module is not just about charts. It is about **visual communication**. A dashboard is only valuable if the person viewing it can quickly understand what is happening in the business, identify what needs attention, and make informed decisions. This requires thoughtful layout, clear visual hierarchy, appropriate chart selection, and a coherent design language.

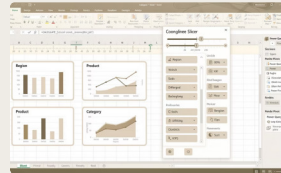
You will learn the principles of effective dashboard design – including how to direct the viewer's eye, how to use colour purposefully, how to size and position elements for maximum clarity, and how to present KPIs in a way that triggers immediate comprehension.

Dashboard Design Principles



KPI Cards & Scorecards

Design clear, scannable KPI cards that communicate the most critical business metrics at a glance – with appropriate context and variance indicators.



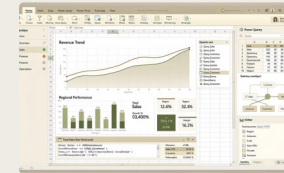
Interactive Controls

Use slicers and timelines to make your dashboard fully interactive – allowing users to filter by period, region, department, or any other dimension instantly.



Smart Chart Selection

Choose the right chart type for each insight – bar charts for comparisons, line charts for trends, combo charts for multi-measure analysis.



Visual Hierarchy & Layout

Structure your dashboard to guide the viewer's eye naturally from the most important information to the supporting detail – using colour, size, and spacing intentionally.

Dashboard Components You Will Build

Throughout the dashboard module, you will construct every component of a professional management dashboard from scratch. By the end of the module, you will have a complete, interactive dashboard that you can present to senior management – or adapt and deploy in your own organisation immediately.

→ **Dynamic PivotTable-Powered Charts**

Connect charts directly to your Power Pivot data model so they update automatically when data refreshes or filters change.

→ **Slicer-Driven Interactivity**

Add slicers for period, region, department, and product – allowing any user to explore the data without touching the underlying model.

→ **KPI Scorecards with Conditional Formatting**

Build KPI cards that automatically highlight positive and negative variances using colour-coded conditional formatting rules.

→ **Year-over-Year Comparison Visuals**

Create charts that compare current period performance against prior year using DAX time intelligence measures.

→ **Executive Summary Layout**

Design a clean, professional executive summary page that tells the complete business story on a single, printable screen.

Storytelling with Data

One of the most underrated skills in finance and analytics is the ability to **tell a compelling story with data**. Numbers alone do not persuade — the way you present them does. A well-designed dashboard should communicate a clear narrative: what is happening, why it matters, and what action is required.

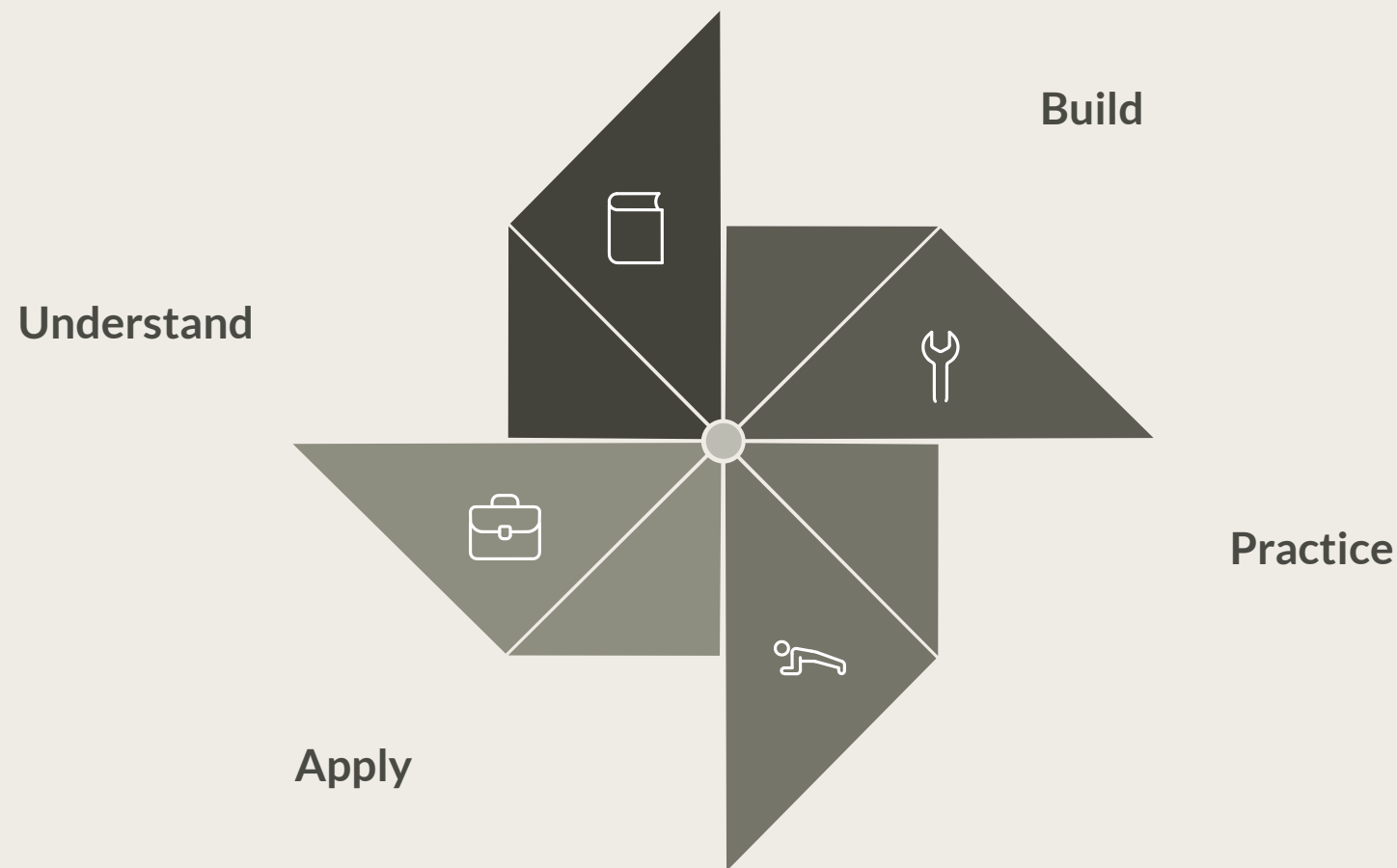
This course dedicates significant attention to the art of **data storytelling**. You will learn how to structure your dashboard to answer the most critical business questions first, how to use visual emphasis to draw attention to what matters most, and how to present variance analysis in a way that is immediately actionable for decision makers.

The goal is not to impress your audience with complexity. The goal is to give them **clarity, speed, and confidence** in their decision-making — and the best dashboards do exactly that with elegant simplicity.

"The purpose of a dashboard is not to show everything you know. It is to show exactly what the decision maker needs to act." —
Hesham Mokhiemer

Our Learning Methodology

The Finaceer Academy's signature learning methodology is built around a four-stage framework that has been refined through years of professional training delivery. This approach ensures that participants don't just **hear** about techniques – they **build** them, **practise** them, and **apply** them in real-world contexts before the session ends.



This methodology is what separates The Finaceer Academy's training from conventional classroom instruction. By the time you complete the course, you won't just have watched someone build a dashboard – you will have built one yourself, on real data, ready to adapt and use in your own reporting environment immediately.

The Understand Stage

Stage 1: Understand

Every new concept begins with a clear, jargon-free explanation of what it is, why it exists, and where it fits in the broader reporting workflow.

Hesham uses real-world analogies and business scenarios to make abstract concepts immediately relatable — so you always understand the "why" before you touch the tool.

What This Looks Like in Practice

- Conceptual overview of the tool or technique
- Business context — when and why you would use this
- Demonstration of the problem it solves
- Visual diagrams and frameworks to anchor understanding
- Q&A to ensure clarity before building begins

No participant moves to the Build stage until the concept is clear. This foundation prevents confusion later and ensures that what is built is genuinely understood — not just copied.

The Build Stage

The Build stage is where learning becomes real. Hesham walks every participant through the construction of each technique **step by step, live, in real time**. You build alongside the instructor – not watching, not following slides, but actively constructing the solution on your own machine as the session progresses.

This is where Power Query pipelines are assembled, data models are designed, DAX measures are written, and dashboards are laid out. Every technique is applied to a real dataset – so the output at the end of each Build stage is not an exercise file but a **working component of a real reporting system**.

- 📄 You will never be asked to complete something outside of session time that you haven't already built during the session. Everything is done together – that's the guarantee.

The Practice & Apply Stages

Stage 3: Practice

Following each Build section, participants work on dedicated practice exercises using separate datasets. These exercises reinforce the techniques just covered and expose participants to variations and edge cases that build genuine confidence.

Exercises are graded by difficulty — beginning with straightforward reinforcement tasks and progressing to more complex, open-ended challenges that require creative problem-solving.

Stage 4: Apply

The Apply stage bridges training and the real world. Hesham presents business scenarios and challenges that require participants to decide which tools and techniques to use — mirroring the kind of thinking required in actual workplace situations.

By the end of the Apply stage, participants have moved from following instructions to making independent analytical decisions — the hallmark of a truly skilled professional.

Course Features & Deliverables

Enrolling in this course gives you access to a comprehensive suite of learning resources designed to support your progress both during and after the training sessions. Everything you need to practise, reference, and deploy the techniques you learn is included in your enrolment package.



Course Excel Files

All Excel workbooks used during the course – including completed versions of every exercise and model built during sessions.



Dashboard Templates

Professional, ready-to-use dashboard templates that you can adapt and deploy in your own organisation immediately after the course.



Practice Exercises

A full library of graded exercises across all three modules – Power Query, Power Pivot, and Dashboards – for continued practice after the course.



Step-by-Step Guides

Written reference guides for the most important techniques covered in the course – so you always have a resource to consult when applying skills at work.

What You Will Walk Away With

This is not a course where you leave with a certificate and little else. Every participant walks away with a complete set of working tools, files, and frameworks that can be deployed in their organisation from day one. The deliverables are designed to have immediate, tangible business value.

A Complete Power Query Pipeline

A fully automated data cleaning and transformation pipeline built on your actual datasets — or ready to be adapted to them.

An Interactive Excel Dashboard

A professionally designed, slicer-driven dashboard presenting KPIs, trends, and comparisons — ready to be presented to management.

A Working Power Pivot Data Model

A structured, relational data model with defined relationships, calculated columns, and DAX measures ready for reporting.

A Library of DAX Measures

A personal library of reusable DAX measures covering the most common financial reporting calculations — yours to use in any future model.

Real-World Use Cases

The most powerful way to understand what this course delivers is to see the kinds of real-world outputs that participants build. These are not simplified training exercises – they are genuine, production-ready reporting solutions built using exactly the techniques taught in this programme. The use cases below represent the kinds of dashboards and reporting systems that finance and analytics professionals build during and after this course.

Imagine replacing hours of monthly manual reporting with a system that refreshes in seconds. Imagine presenting your CEO with an interactive dashboard that answers questions in real time – without you having to rebuild a pivot table every time. That is the transformation this course delivers.

INTEGRATED BUSINESS INTELLIGENCE DASHBOARD

Powered by Excel, Power Query, and Power Pivot

DEEP PRODUCT INSIGHTS



REGIONAL PERFORMANCE HEATMAPS



CUSTOMER SEGMENTATION & CHURN



Use Case 1 – Financial Performance Dashboard

What It Shows

- Revenue vs. Budget vs. Prior Year
- Gross Margin and Net Profit KPIs
- Monthly trend line with variance analysis
- Department-level drill-down via slicers
- YTD and MTD performance measures

What It Replaces

Manual consolidation of data from multiple department sheets, manual calculation of variances, and static monthly PDF reports sent to management – typically requiring 4–8 hours of preparation each month.

Tools Used

- Power Query – to consolidate multi-sheet data automatically
- Power Pivot – to model actuals, budget, and prior year tables
- DAX – CALCULATE, TOTALYTD, SAMEPERIODLASTYEAR
- Dashboard design – KPI cards, combo charts, slicers

Time Saved

From 6 hours of manual preparation to a **one-click refresh** that updates the entire dashboard in under 30 seconds.

Sales Performance Dashboard



Use Case 2 – Sales Analysis Dashboard

A Sales Analysis Dashboard gives commercial and finance teams a comprehensive, interactive view of sales performance across any dimension they choose – region, product, channel, salesperson, or time period – all controlled by simple slicer selections.

Sales by Region

Geographic breakdown with colour-coded performance indicators and budget variance

Product Mix Analysis

Revenue contribution by product line with margin analysis and growth rates

Trend Analysis

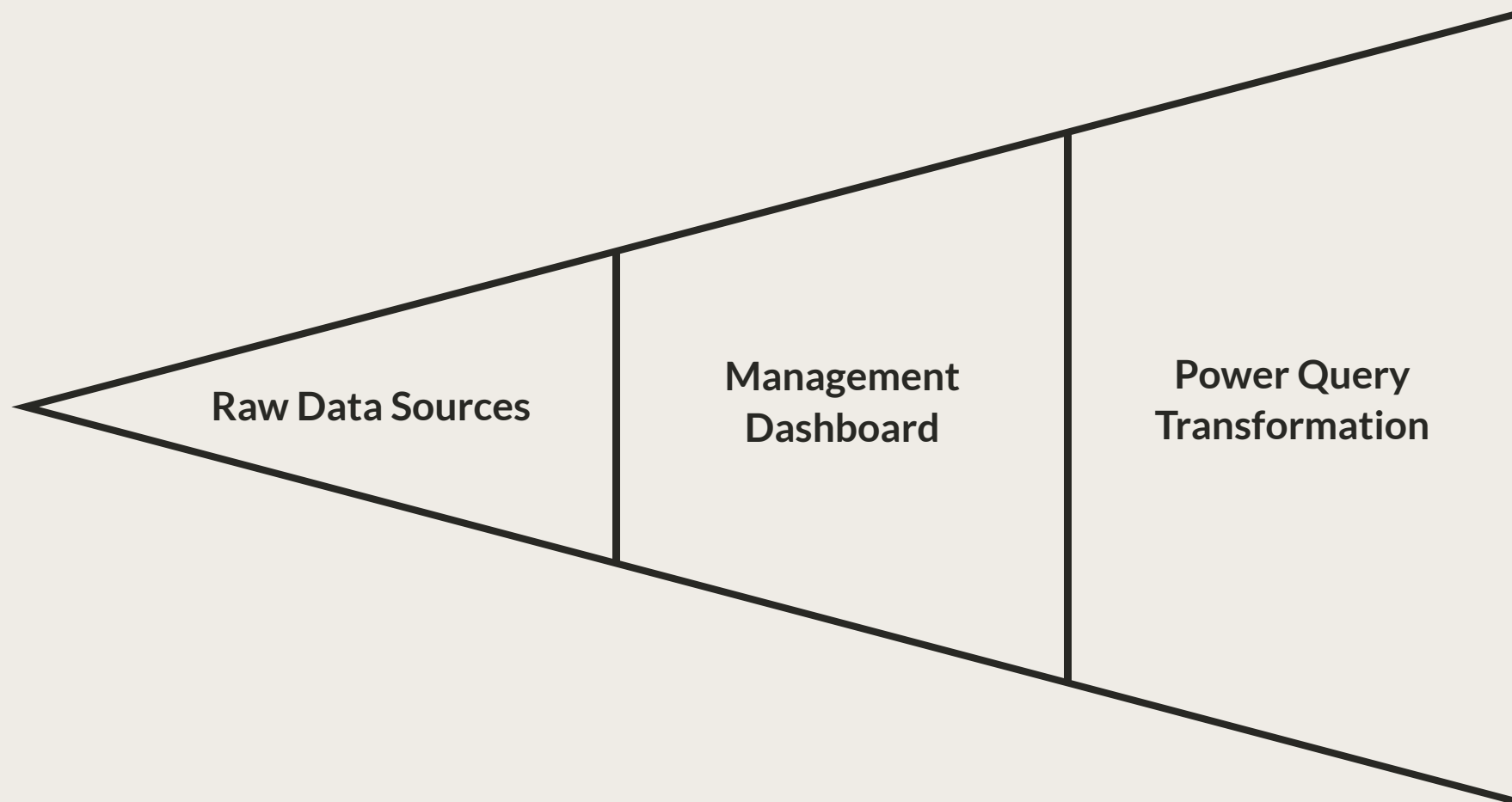
Rolling 12-month sales trend with seasonality indicators and year-over-year comparison

Top Performers

Ranked analysis of top products, regions, or salespeople based on selected period and metric

Use Case 3 – Automated Monthly Reporting System

The most comprehensive use case – and the one that delivers the greatest time saving – is a fully automated monthly reporting system. This is a complete end-to-end solution where raw data from multiple sources is automatically cleaned, transformed, modelled, and presented in a management-ready format with a single click.



Finance teams that implement this kind of automated reporting system consistently report eliminating **entire days of manual reporting work each month**. The system is resilient, consistent, and dramatically less error-prone than manual alternatives – making it one of the most high-impact investments a finance professional can make in their own capability.

The Career Value of This Course

Beyond the immediate operational benefits, completing this course has significant and measurable **career value**. The combination of Power Query, Power Pivot, and DAX skills is one of the most in-demand technical skill sets in finance and accounting today – and professionals who possess them are consistently sought after for more senior, more analytical, and better-compensated roles.

Employers increasingly expect finance teams to operate at the intersection of financial expertise and data analytics capability. The days of the finance professional who only understands the numbers are giving way to demand for professionals who can also **transform, model, and communicate data at a sophisticated level**. This course positions you precisely at that intersection.

What You Will Gain from This Course

27+

Years of Experience

Delivered by an instructor with two decades of real finance and analytics expertise

+18000

Professionals Trained

Join thousands of finance professionals across the GCC and beyond who have transformed their skills

100%

Hands-On Learning

Every session is built around live, practical construction – not passive observation

3

Powerful Tools

Master Power Query, Power Pivot, and DAX – the complete Excel analytics stack

Skills Added to Your Professional Profile

The skills gained through this course are directly translatable into your CV, LinkedIn profile, and professional conversations with employers and clients. These are not generic "Excel skills" – they are specific, named competencies that recruiters and hiring managers actively search for.



Power Query

Data automation and ETL



Power Pivot

Data modelling & relationships



DAX

Business intelligence measures



Dashboard Design

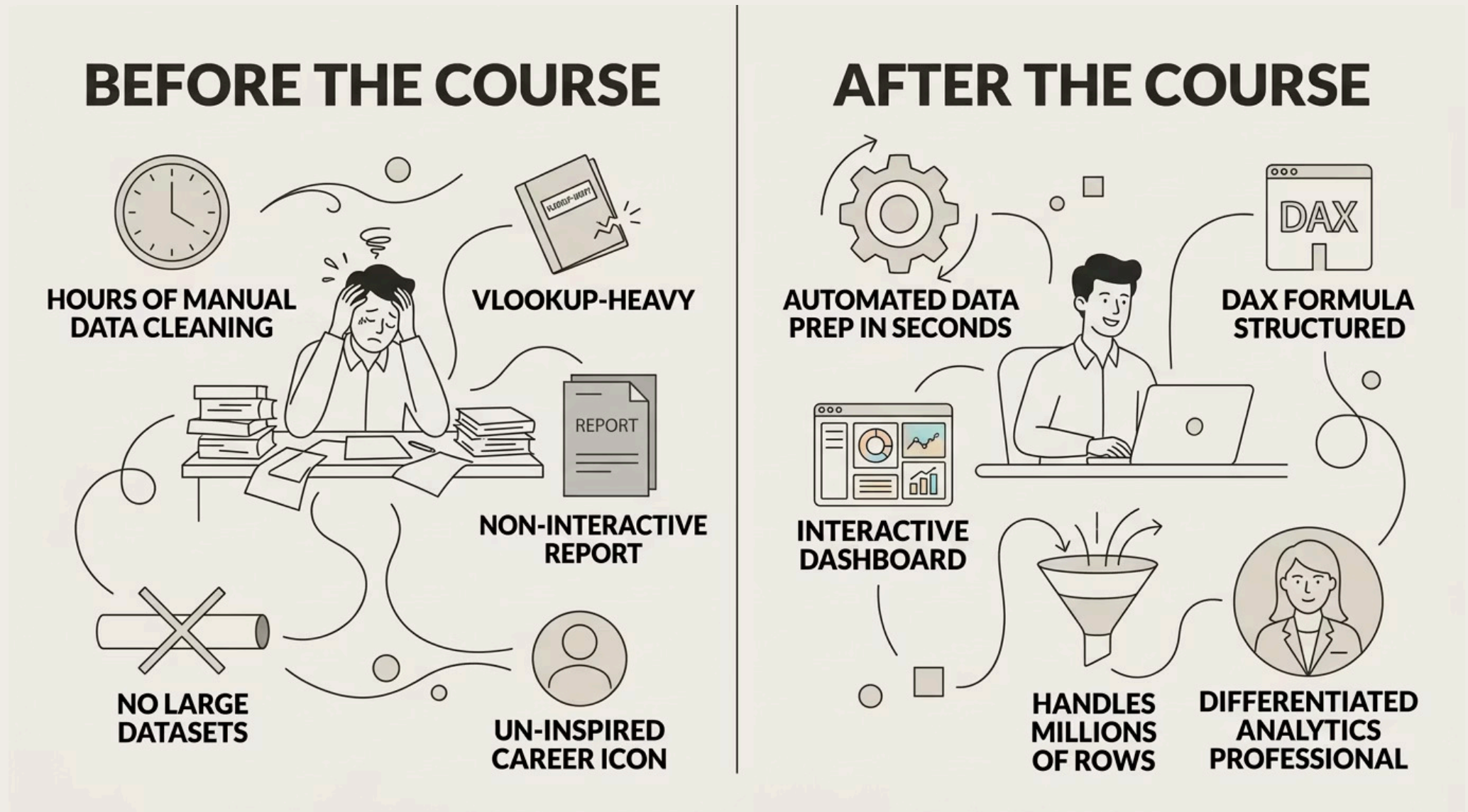
Visual analytics & reporting



Data Storytelling

Insight communication

Outcomes: Before & After This Course



The transformation described above is not aspirational — it is the consistent experience of finance professionals who complete this programme. The gap between where participants start and where they finish is significant, and the impact on their day-to-day working life is immediate and measurable.

CHAPTER 9

What Our Participants Say

Nothing speaks louder than the experience of those who have already been through the programme. Below is a selection of testimonials from finance and analytics professionals who have completed this course with Hesham Mokhiemer at The Financeer Academy. Their words reflect the real, tangible impact of practical, business-focused training.

Testimonials from Course Graduates

“

Financial Analyst

"This course completely changed how I use Excel. I now automate reports that used to take me hours every month. The Power Query module alone was worth the entire investment."

”

“

Finance Manager

"The dashboard techniques are amazing – very practical and immediately applicable. I built our management reporting dashboard the week after the course and presented it to the CFO. He was genuinely impressed."

”

“

FP&A Professional

"I finally understand DAX. Hesham explains it in a way that makes complete sense. CALCULATE was always a mystery to me – now I use it every day in our planning models."

”

More Voices from Our Community

Reporting Specialist

"The step-by-step approach is brilliant. I never felt lost during any session. Everything was built together, live, which meant I actually understood what I was doing — not just copying."

Business Analyst

"I had tried to learn Power Query from YouTube for months. One course with Hesham and it all made sense. The difference is the business context — he always explains why, not just how."

Senior Accountant

"My manager asked where I learned to build dashboards like this. When I told her it was a two-day course, she didn't believe me. The quality and depth of what is covered is exceptional."

Ready to Transform Your Excel Skills?

Stop spending hours on manual reporting. Stop fighting with messy data. Stop presenting static, uninspiring reports that don't do justice to the insights you have uncovered. It is time to build something better.

This course — **Power Query, Power Pivot & Dashboards in Excel**, delivered by Hesham Mokhiemer at **The Financeer Academy** — gives you everything you need to become a truly capable, highly valued, data-driven finance professional. The techniques are powerful. The methodology is proven. The impact is immediate.

Enroll Now

Secure your place on the next available cohort and begin your transformation today.

info@the-financeer.com

Visit Our Website

Explore the full course details, schedule, and pricing at **The Financeer Academy**.

www.the-financeer.com

Start Building

Real dashboards. Real automation. Real career value. Starting from your very first session.