



Powerful Insights



Powerful Insights

Turn Your Data Into Money



Powerful Insights



Ahmed Emad

Founder of Powerful Insights

ABOUT THE FOUNDER

- Ahmed Emad is a professional data visualization expert and the founder of Powerful Insights
- Ahmed has been dedicatedly developing business intelligence projects in the Middle East. One of his best projects was crafted when he was joining SAP as Performance Analytics Consultant, where he developed a set of 10 end to end BI projects using SAP BI tools; two of them won SAP bronze quality award
- Empowered with over 10 years of experience in visualizing data, Ahmed is utilizing his long experience and wide knowledge to boost business ROIs using the powers of visualizing data. He believes that transforming regular reports into perfectly visualized ones can be a turning point for the future of every business
- Certified Microsoft Power BI
- His goal is to spread such powerful solution among those whose jobs include communicating with data



Powerful Insights

COMPANY OVERVIEW

- Transform your data from regular forms into strategically designed insights, where the light is spotted only on the data that matters!
- Empowering your reports with smart designs and eye-opening visuals
- Highlights the most critical facts and figures that smoothly lead you to make the best decisions

“You need to see the big picture, the real one, and that’s exactly what we do!”

OUR SERVICES



Powerful Insights

Interactive Workshops



Dashboard Design





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INTERACTIVE WORKSHOPS

*Workshop that will put an **end** to all your **issues** regarding crafting **data** and **communicating** them probably!*

- Communicating data is the main issue we are solving in here!
- Throughout your daily job, you will face many challenges regarding communicating your data perfectly. And the key solution to master that is to totally change the perception of how you visualize data and how to use these visualization methodologies in helping your audience to clearly and simply perceive the data presented. And that's what this workshop is about



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INTERACTIVE WORKSHOPS

How are we going to do so?

The plan is to reduce time and effort needed to create a report/dashboard along with learning how to communicate data attractively and simply. That will be done through mastering the 5 key elements of visualizing data:

Tell Your Story

Build a compelling story to communicate your data in a more appealing way by learning the following:

- Story structure
- How to craft a story
- How to tell a story

01

Keep It Simple

- Know the different chart types
- When to use every chart
- How to transform complex chart to simple chart

02

Using Colors

- The role of the colors
- Colors meanings
- Colors schemes

03

Drive the Focus

- How to grab the attention of your customer

04

Say it with pictures

- Know how to use pictures to make your story more powerful

05



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Present Your Data Outline

Visualization Concepts

1. Tell Your Story

- Story structure
- How to craft a story
- How to tell a story

2. Keep It Simple

- Know the different chart types
- When to use every chart
- How to transform complex chart to simple chart

3. Using Colors

- Colors meanings
- Colors schemes

4. Drive the Focus

- How to grab the attention of your customer

5. Say It with Pictures

- How to use pictures to make your story more powerful

Data Analysis (Insights)

1. Explore Pivot Table Options

2. Chart Formatting

3. Formatting Numbers

4. Root Cause Analysis Using Pivot Table

- How to extract insights from your data using pivot table

5. Scatter Plot Analysis

- How to use the scatter plot chart to do segmentation for the data

Dashboard Creation

1. How to Design a Dashboard

2. Create a Summary Dashboard

3. Visualize the Insights in a Detailed Dashboard

- The Dashboard Creation is in PowerPoint

- Using Microsoft Excel and PowerPoint



Excel Dashboard Outline

Pivot Table

1. Create Pivot Table

2. Pivot Table Calculations

- How to do calculations on Pivot Table

3. Pivot Table Relationships

- How To create relationships between sheets in the Excel and link it to 1 pivot table

4. Distinct Count

- How to do distinct (unique) count for customers or transactions

Excel Dashboard Creation

1. Create Slicer

- How to create dynamic filters and link them to different charts

2. Dynamic Data Selection

- Use Excel functions to make the data in the excel dashboard dynamic

3. Dount and Progress Bar Chart

4. Link and Hide Sheets



Interactive Dashboard Using Power BI Outline

Power BI Data Connectivity

1. Power BI Tool Capabilities

- Overview on the Tool and the main features

2. Data Connectivity

- Connect to Different Data Sources

3. Data Cleansing

- Change Data Types
- Reformat the Data
- Prepare Your Data for the Visualization

4. Manage Data Relationships

- Create Relationships between multiple table
- Understand the Relationships Types and when to use what

Data Analysis using Power BI

1. Chart Types in Power BI and Settings

- Explore the Different Chart Types
- Chart Formats
- How to Add New Chart
- How to make alignments

2. Root Cause Analysis

- How to extract insights from the data

3. Scatter Plot Analysis

- How to use the scatter plot chart to do segmentation for the data

Advanced Analysis

1. Create Calculated Columns

- Create Calculation in Power BI
- Use different functions to create Dimensions and Measures

2. Using Maps

- Create Hierarchy on the Map to make drill down
- Enter Manual Latitude and Longitude

3. What-If Analysis

- How to Create What-if Analysis

Interactive Dashboard

1. Create Interactive Dashboard

- Create Multiple Reports
- Create Filters
- Publish Dashboard to Cloud
- Create Dashboard based on the Existing Reports
- How to Schedule Data so the Dashboard will be updated automatically

2. Final Project (Interactive Dashboard)

- The attendees will create an End-to-End Interactive Dashboard

- Using Microsoft Power BI



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Mastering Dashboard Design Outline

Know Your Audience

- 1. Know Your Audience Needs**
- 2. Highlight the important Information while Presenting Your Data**
- 3. Data Driven Decision Making**

Charts and Numbers Guidelines

- 1. Chart and Numbers Best Practice**
- 2. Chart Types**
- 3. How to Format Charts**
- 3. How to Transform Complex Chart to Simple Chart**
- 4. Different Options to Present Huge Data**

Dashboard Design

- 1. Dashboard Design Using Best Practice Techniques**
- 2. The Steps to Create Effective Dashboard**
- 3. Different Types of Designs**
- 4. How to Choose the Colors**
- 5. How to Highlight the Insights in the Dashboard**
- 6. Many Use-Cases Examples for Dashboard Design**



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IMPORTANCE OF DATA VISUALIZATION

- Accurately determining your return on investment (ROI) and ways to boost it
- Understand exactly what is currently happening in your business/project
- Grow bigger in your career from the individual side as well as the company side
- Determine areas of improvement
- Easily make the best decision that can put you back on the right track
- See between the gaps



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DASHBOARD DESIGN

- Each business has a non-stoppable flow of different data that needs to be collected, managed and presented in the best possible way. With Dashboard designing, you will get benefit of each single data you got! There are no more wasted time in crafting dashboards, no lose track of vital data or no boring presentations
- We help you find your gateway to spot the light on the key data in each report, and to communicate them in the simplest forms with the most attractive methodologies
- This service is all about mind shifting and eye-opening designs that will assist you in accurately tracking your current ROI, closely seeing within the gaps and critically planning for the upcoming move
- Whatever you use Excel, PowerPoint, Tableau, Power BI, SAP or any other tool in creating your reports, powerful insights can help you with customized designs that suit your own tools and needs

THE 3 W'S of DATA



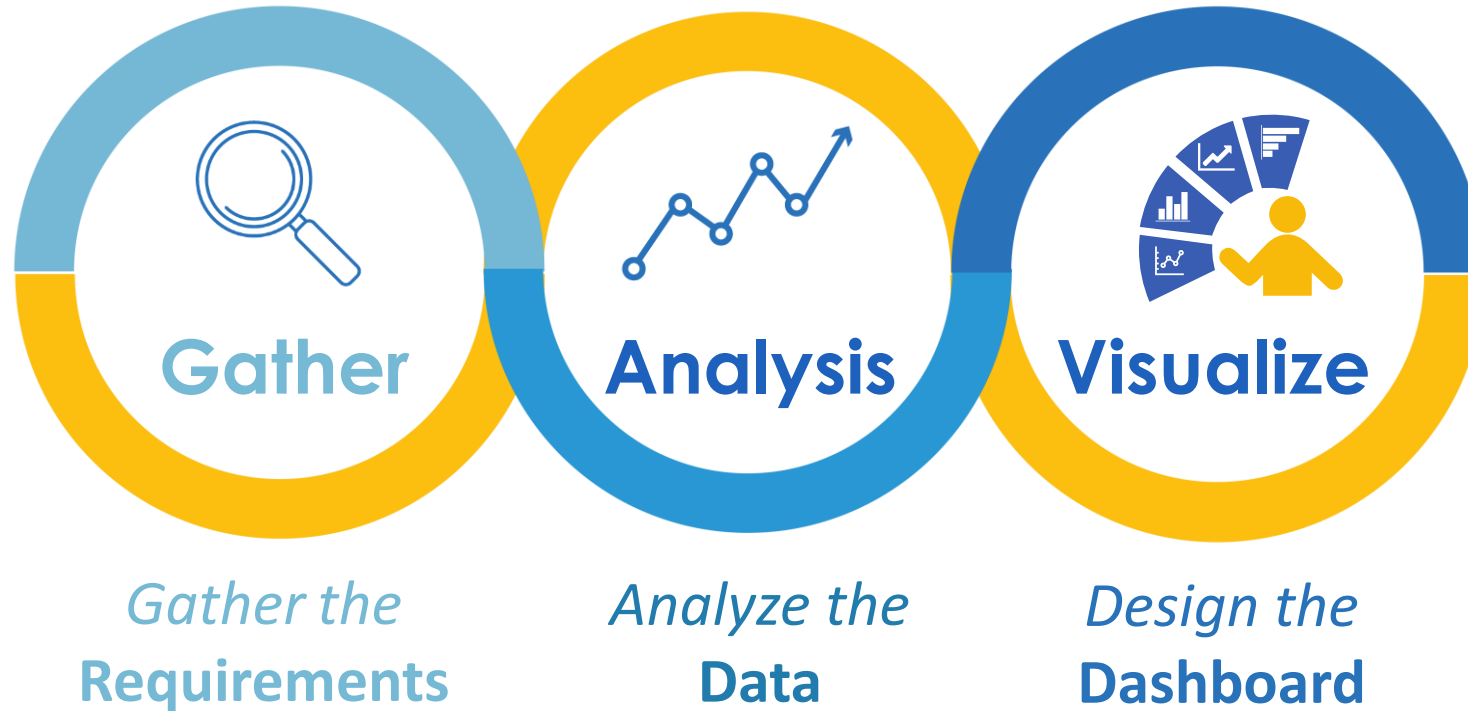
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OUR PROCESS



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“Get the Max Out of Your Data”



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TESTIMONIALS

““

The mind shift that happened through this workshop is very significant, as it taught me how to think differently and how to see the data in a different way and gain insights and deliver them properly for the target audience.

””

““

The style of the delivery is very simple, to the point with no much details. Very valuable resources.

””

““

Great delivery, new concepts, and expertise. I wasn't aware of. It's practical and It also gave useful feedback on practical work

””



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Present Your Data Bestseller on Udemy



Categories

Business > Data & Analytics > Data Visualization

Present Your Data (Arabic)

Dashboard في 3 خطوات حول الداتا الى

BESTSELLER



4.4 (38 ratings)

320 students enrolled

Created by Ahmed Emad

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Arabic

CLIENTS



Powerful Insights



900+ Individuals



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DASHBOARD SAMPLES

Sales Performance Analysis 2017

Total Sales

▲ 733 K

Increased with **20%** compared with 2016

Total Quantities

▲ 12 K

Increased with **27%** compared with 2016

Total Profit

▲ 93 K

Increased with **14%** compared with 2016

Sales per Region

250 K



West

213 K



East



Central Sales Dropped with 0.2%
compared with 2016

147 K



Central

123 K



South

Sales per Category

272 K



Technology

246 K



Office Supplies

215 K



Furniture

DASHBOARD SAMPLES



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Thank You

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