

BECOME A CERTIFIED  
**POWER BI**  
DATA ANALYST  
PROFESSIONAL



## About Us:

365 Boot Camp is a leading training institute dedicated to equipping individuals with the analytical skills needed to excel in today's data-driven world. We specialize in teaching a wide range of analysis disciplines, including Financial Analysis, Financial Reporting, Data Analysis, Business Analysis, and Business Intelligence, Data Science, and Artificial Intelligence. Our courses cover essential tools like Power BI, SQL, Tableau, Python, Excel, Machine Learning (ML), Deep Learning (DL), Natural Language Processing (NLP), Large Language Models (LLM), Artificial Intelligence (AI), Hugging Face, and LangChain.



## Our Mission

Our mission is to empower our students with practical, real-world skills that are immediately applicable in the workplace. Whether you're a beginner or looking to advance your career, 365 Boot Camp offers a supportive learning environment with expert instructors who are passionate about helping you succeed. Join us and start transforming data into insights today.

## Our Story

365 Boot Camp was founded with a vision to empower individuals with the skills needed to thrive in a data-driven world. We believe in turning raw data into powerful insights and training future analysts through practical, hands-on learning. From beginners to professionals, we guide every learner toward real-world success.



# Our Sponsors

**Main Sponsor:**



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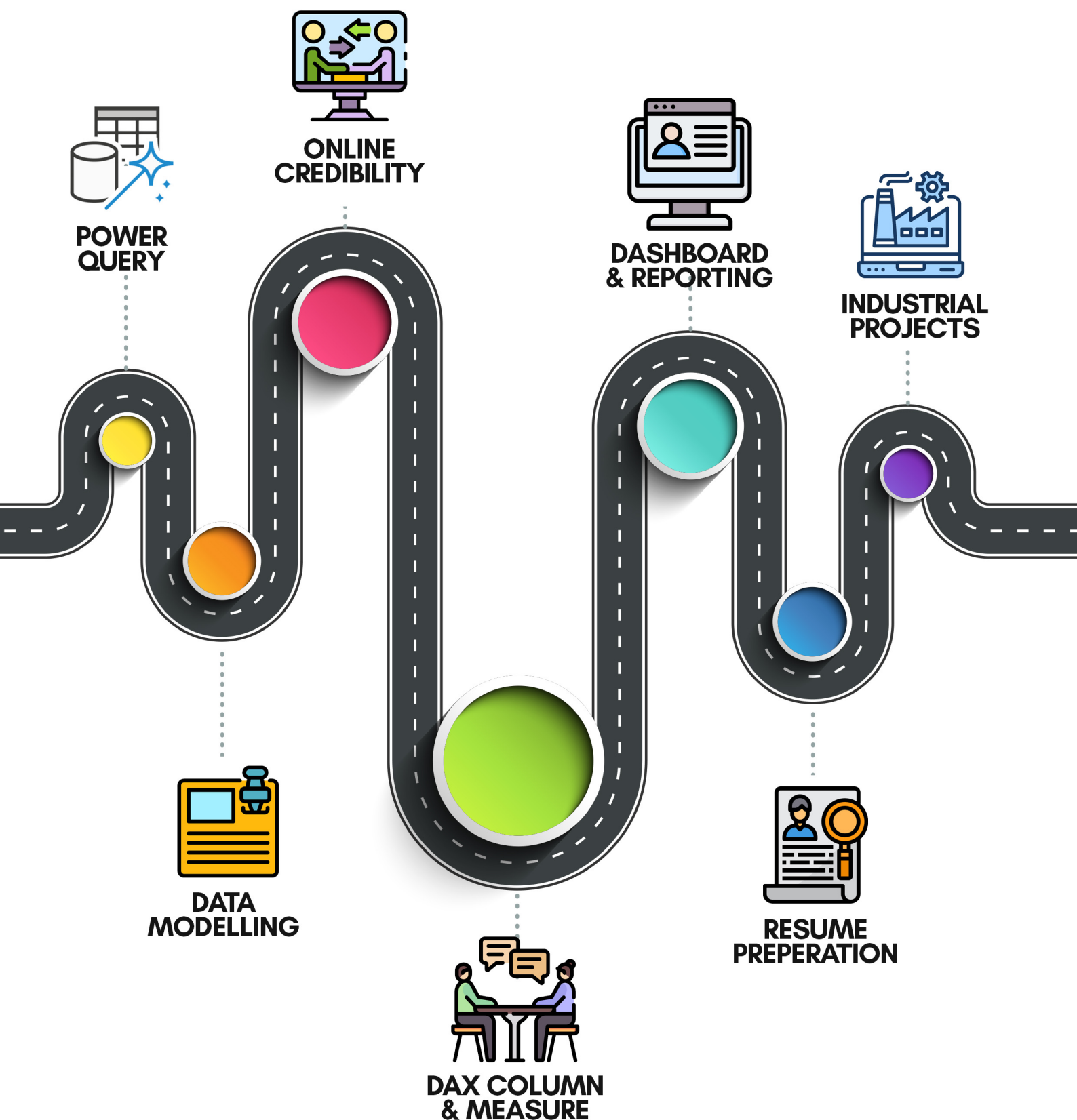


**Creative / Studio Partner:**



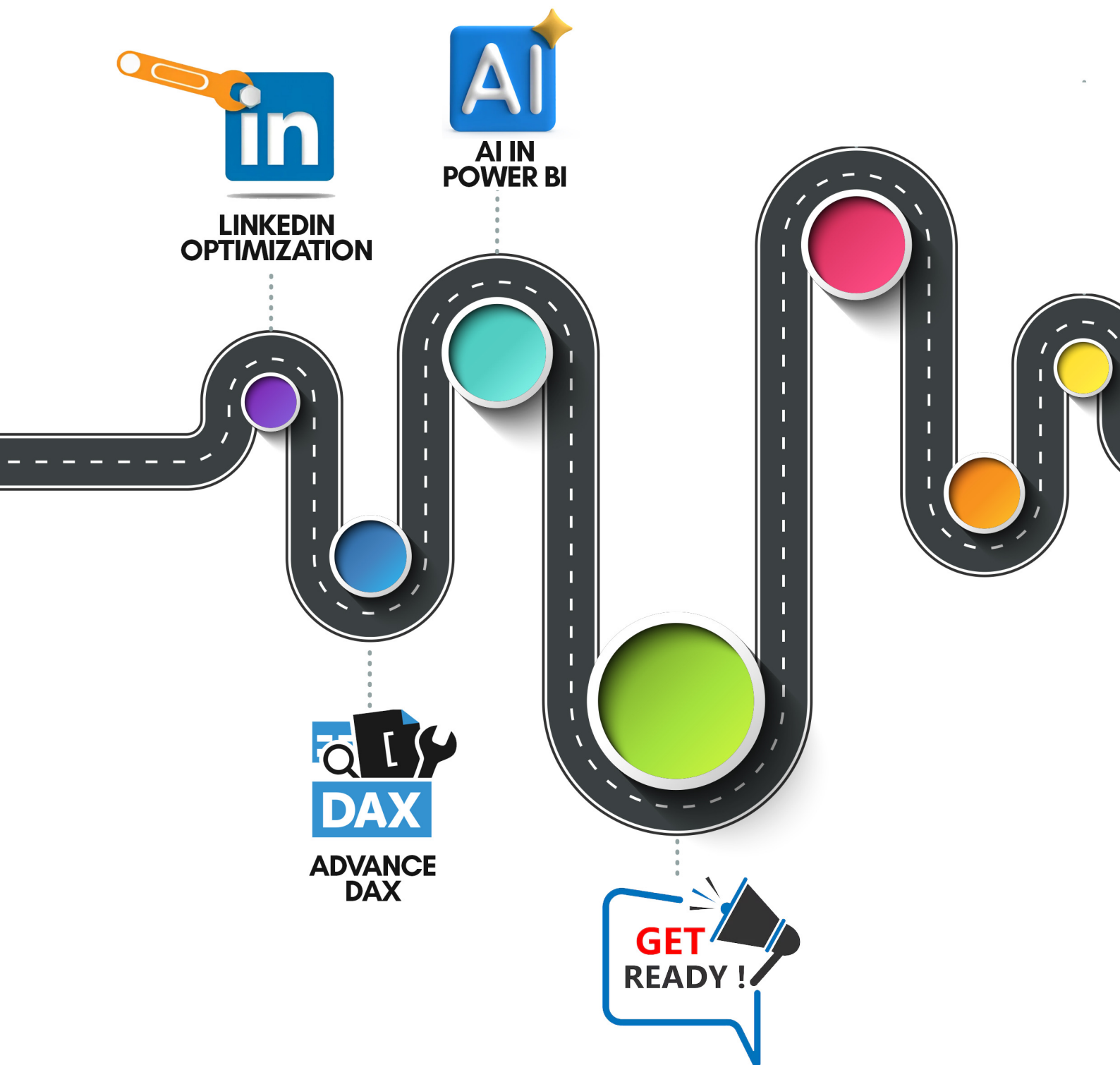
# The Roadmap to Become a Power BI Specialist

With Practical Job Assistance + AI Module



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# 10 Career Tracks to Pursue after Becoming a Certified

## Power BI Data Analyst Professional



### Business Intelligence (BI) Analyst

- **Why Hire:** Companies need to turn large volumes of data into actionable insights to drive strategic decisions. Power BI Analysts are skilled in creating dashboards and reports that highlight trends and key performance indicators.
- **Responsibilities:** Develop and maintain BI dashboards, analyze business trends, create ad-hoc reports, and provide actionable insights to support strategic planning and decision-making.



### Data Analyst

- **Why Hire:** Organizations seek data analysts to interpret and analyze data to inform business strategies and operations. Power BI skills enable them to create visualizations that make data accessible and understandable.
- **Responsibilities:** Collect, clean, and analyze data from various sources, build and update Power BI reports, generate insights and summaries, and support data-driven decision-making.



### Data Visualization Specialist

- **Why Hire:** Companies want to present data in a clear and visually appealing manner to enhance understanding and drive decisions. Power BI Analysts create impactful visualizations that convey complex information effectively.
- **Responsibilities:** Design and develop data visualizations, create interactive dashboards, ensure visualizations are user-friendly, and tailor reports to meet the needs of different stakeholders.



### Business Analyst

- **Why Hire:** Business Analysts need to understand and translate business needs into technical solutions. Power BI Analysts help by developing reports and dashboards that align with business requirements and provide actionable insights.
- **Responsibilities:** Work with stakeholders to gather requirements, develop Power BI reports and dashboards, analyze business processes, and provide recommendations based on data insights.



## BI Developer

- **Why Hire:** BI Developers are responsible for creating and maintaining BI solutions. Power BI Analysts build and optimize complex Power BI reports and dashboards, ensuring they meet business needs.
- **Responsibilities:** Design and develop Power BI solutions, implement data models, optimize performance of reports, and ensure data accuracy and consistency.



## Operations Analyst

- **Why Hire:** Operations Analysts use data to improve business processes and operational efficiency. Power BI Analysts support this by developing reports and dashboards that highlight operational metrics and performance.
- **Responsibilities:** Analyze operational data, create dashboards to monitor performance, identify areas for process improvement, and provide actionable insights to enhance operational efficiency.



## Sales Analyst

- **Why Hire:** Sales Analysts need to track sales performance and trends. Power BI Analysts create reports and dashboards that help sales teams understand performance metrics and make data-driven decisions.
- **Responsibilities:** Develop sales reports and dashboards, analyze sales data, track performance metrics, and provide insights to support sales strategy and decision-making.



## Marketing Analyst

- **Why Hire:** Marketing Analysts need to measure and optimize marketing campaign effectiveness. Power BI Analysts create visualizations that track marketing metrics and campaign performance.
- **Responsibilities:** Build reports on marketing performance, analyze campaign data, track key marketing metrics, and provide insights to improve marketing strategies and ROI.



## HR Analyst

- **Why Hire:** HR Analysts need to manage and analyze employee data to improve HR strategies and processes. Power BI Analysts help by creating reports and dashboards that provide insights into employee performance, turnover rates, and recruitment metrics.
- **Responsibilities:** Develop and maintain HR dashboards, analyze employee data and trends, track recruitment and retention metrics, and provide insights to improve HR practices and decision-making.



## Supply Chain Analyst

- **Why Hire:** Supply Chain Analysts need to optimize the supply chain and track logistics performance. Power BI Analysts assist by developing reports and visualizations that highlight key supply chain metrics and operational efficiencies.
- **Responsibilities:** Develop and maintain supply chain dashboards, analyze logistics and inventory data, track performance metrics, and provide insights to improve supply chain processes and efficiency.

# Our Participants Belong to:



# Training Outline

1



## Introducing Power BI Desktop

Start your Power BI journey by understanding how mastering Power BI can accelerate your career—whether you're new or upskilling, then install the free Power BI Desktop, adjust recommended settings, and learn the desktop interface and workflow. This module ensures you can confidently navigate reports, manage files, and follow a repeatable development flow so subsequent modules focus on analysis rather than setup.

2



## Power Query Fundamentals

Learn end-to-end ETL inside Power BI: front-end vs back-end architecture, extraction/transform/load flow, and available connector types. Work hands-on in the Power Query Editor to perform basic table transformations, type fixes, text/numeric/date tooling, locale-aware type changes, conditional columns, grouping/aggregation, query merges and appends (including folder imports/Combine Binaries), parameterized dynamic sources, refresh strategies, and storage/connection-mode considerations—so you can build robust, refreshable data pipelines.

3



## Data Modelling and Relationships

Master core data modeling principles including normalization, when and why to normalize Excel tables, expanded tables, context transitions and evaluation order, and the distinction between fact and dimension tables. Learn to design and manage relationships (primary/foreign keys), handle relationship cardinality and active/inactive links, connect multiple fact tables, hide fields from report view, set data formats and categories, and create hierarchies for intuitive reporting.



# 4



## Calculated Columns with DAX

Learn to enrich your model with DAX calculated columns: start with basics—syntax, simple nested functions and variables—then progress to advanced text and date/time manipulations, conditional and logical constructs, the SWITCH pattern, and error handling using IFERROR so you can build robust column-level calculations that drive richer analysis.

# 5



## DAX Measures & Analytical Expressions

Develop measure-writing skills that power dynamic reports: understand implicit vs explicit measures, design dedicated measure tables, and master filter context and filter flow with step-by-step measure calculation. Explore common DAX function categories—math, statistics, and RELATED joins—so you can author performant, accurate measures for business metrics.

# 6



## Advanced DAX Techniques & Functions

Advance into powerful DAX constructs: CALCULATE and its modifiers, ALL and FILTER patterns, iterator (X) functions and TOPN, variable usage and evaluation order, blank handling, and a suite of scalar utilities (rounding, information and conversion functions, COALESCE). You'll also cover core time functions (DATEADD, DATESYTD/QTD/MTD, DATESINPERIOD, DATESBETWEEN, ENDOFMONTH) to enable sophisticated temporal analysis.

# 7



## Data Visualization & Dashboard Authoring

Design interactive, executive-ready reports by mastering visuals—cards, multi-row cards, tables, matrices, line/area/bar/donut charts, gauges, KPIs and maps—plus advanced techniques like conditional formatting, Top N filtering, numeric range and field parameters, custom tooltips, bookmarks, drill up/down, drillthrough filters, report interactions, and navigation buttons to craft intuitive, story-driven dashboards.

8



## AI-Powered Visuals & Augmented Analytics

Bring AI into dashboards with anomaly detection for data quality, Smart Narratives for automated storytelling, Q&A visuals for natural-language querying, decomposition trees for breakdown analysis, and Key Influencers to surface drivers of outcomes—so non-technical stakeholders gain faster, actionable insights.

9



## Table & Filter Functions in DAX (Joins, Tables & Filters)

Deepen your table/filter toolkit with CALCULATE modifiers (REMOVEFILTERS, KEEPFILTERS), common CALCULATE patterns, table and filter operations (DISTINCT, VALUES, SELECTEDVALUE, ALLEXCEPT, ALLSELECTED), column constructs (SELECTCOLUMNS, ADDCOLUMNS), summarization (SUMMARIZE), and data-generation helpers (ROW, DATATABLE, GENERATESERIES). Also cover set-join functions (CROSSJOIN, UNION, EXCEPT, INTERSECT) and relationship-aware functions (RELATED, RELATEDTABLE, USERELATIONSHIPS, CROSSFILTER) for flexible model transformations.

10



## Advanced Time Intelligence in DAX

Build robust date models with automatic date tables and table requirements, learn to create reusable date tables (CALENDAR/CALENDARAUTO), format dates effectively, and apply advanced time intelligence such as PARALLELPERIOD, PREVIOUSQUARTER, SAMEPERIODLASTYEAR, week-based and fiscal calculations (previous fiscal week, period-to-date, previous period) to enable rigorous period comparisons and planning analysis.

11



## Power BI Service: Manage, Share & Automate

Operationalize your reports in the Power BI Service: create workspaces, publish dashboards, configure static and dynamic row-level security, and set up refresh pipelines for sources like MySQL and Excel. The module also covers workspace organization, sharing best practices, and lightweight administration to keep published content performant and secure.

# 12



## User-Defined Functions (UDF)

Learn to encapsulate repeatable logic with reusable functions across the Power BI stack: author M functions in Power Query for ETL reuse, create reusable DAX measures and measure tables, parameterize function inputs, and apply input validation and performance-aware patterns. Focus is on maintainability, testability, and creating a library of transformations that scale across reports and projects.

# 13



## Industrial Projects (10+ Portfolio Cases)

Complete a suite of domain-focused projects that simulate real business scenarios—retail analytics, media UX, café operations, financial statements, real estate layouts, banking, HR, and fitness studio dashboards—each emphasizing data modelling, KPI definition, domain-specific metrics, and presentation-ready report design so you graduate with a strong portfolio of practical case studies.

# 14



## Power BI Projects with Enterprise & Cloud Connectors

Execute advanced projects integrating Power BI with enterprise systems and cloud platforms (AWS, Snowflake, Dataflows, BigQuery, web sources, SQL Server, and Azure). Learn secure connectivity patterns, DirectQuery vs Import trade-offs, scalable data pipelines and cost-aware architecture while applying these to cross-domain projects—healthcare, real estate, inventory, finance, insurance, and sales analytics.

# 15



## Microsoft Fabric & Power BI Integration

Explore Microsoft Fabric fundamentals and lakehouse workflows: create organization accounts and workspaces, understand lakehouse architecture and practical operations, connect Fabric Dataflows and SQL DBs, and learn Kusto Query Language (KQL) through progressive practicals. Finish by integrating KQL outputs into Power BI to build modern, high-performance analytics solutions that leverage Fabric's storage and query capabilities.

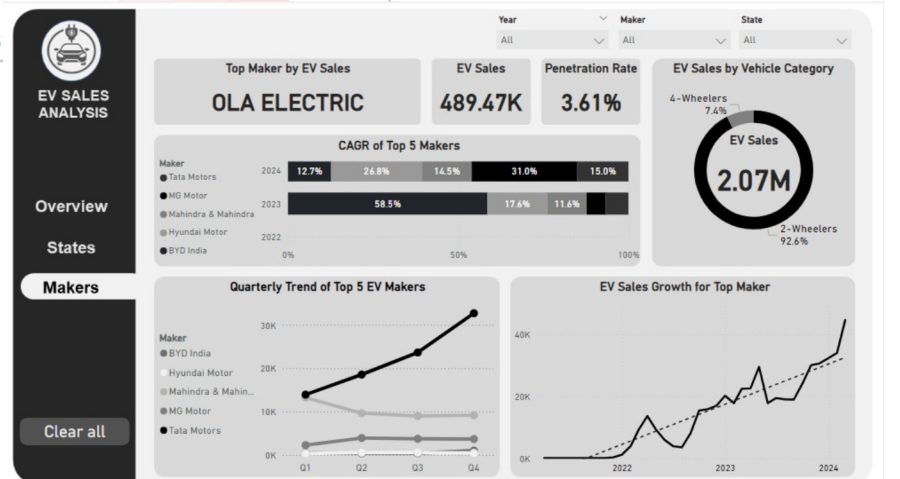
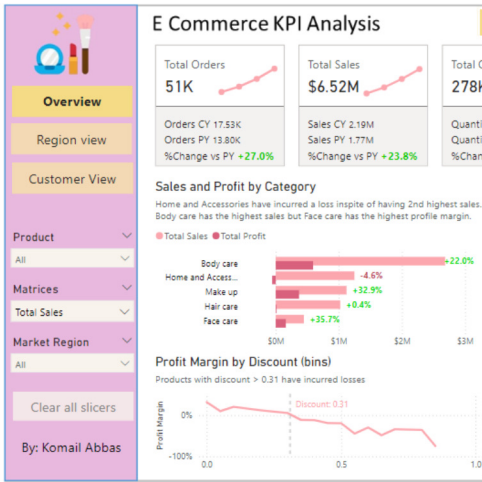
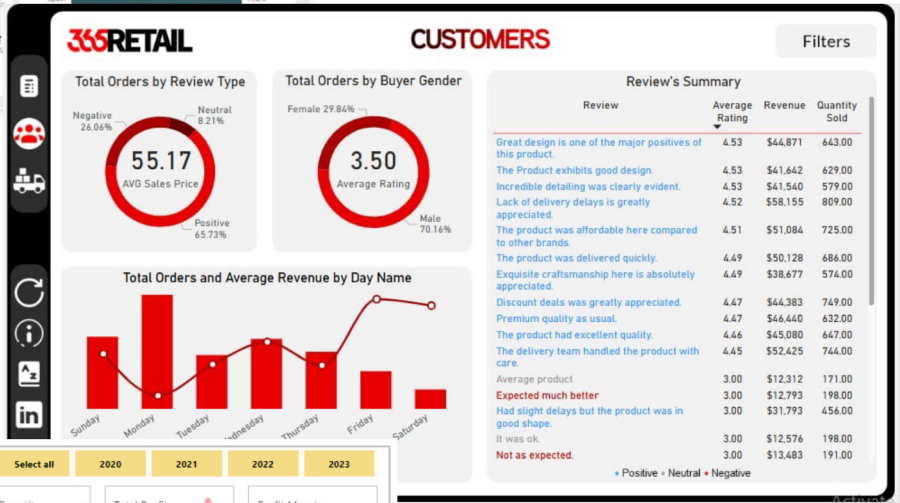
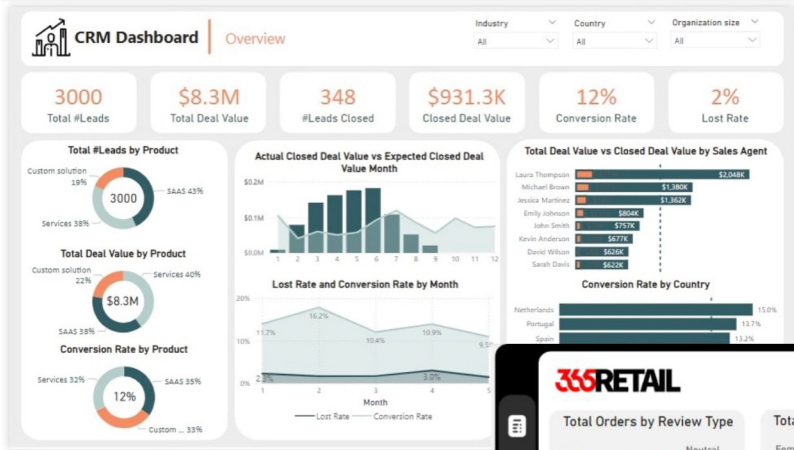
# Online Credibility

This module is all about using the internet to boost your chances of finding a job, getting better career opportunities, and freelancing. It will also teach you how to build your own personal brand for long-term benefits

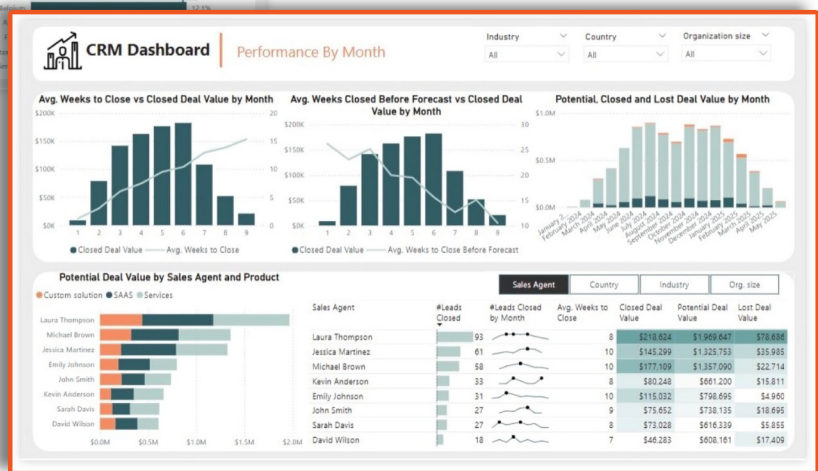
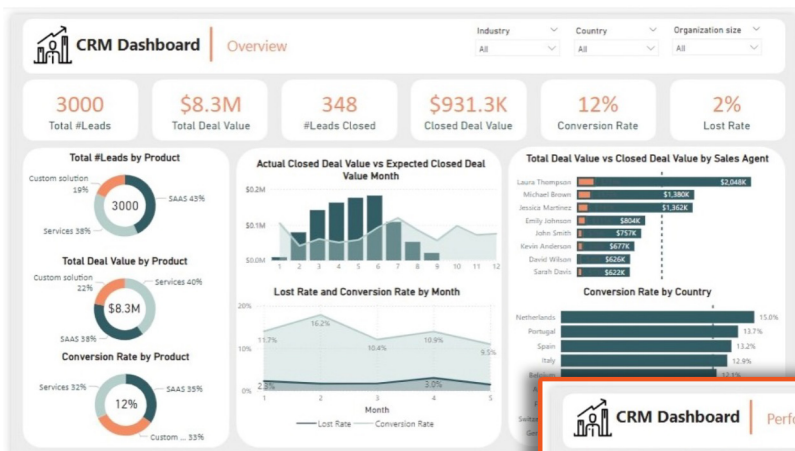
By the end of this module, you will have an updated LinkedIn profile picture, banner image, and about section. Additionally, you will receive the following action steps.



# Industrial Projects We Are Covering



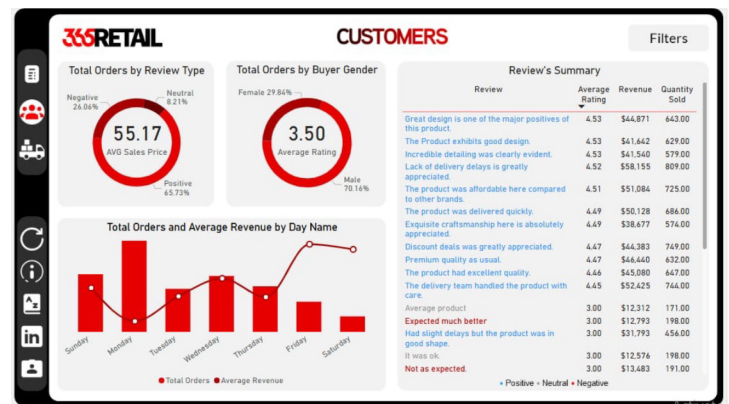
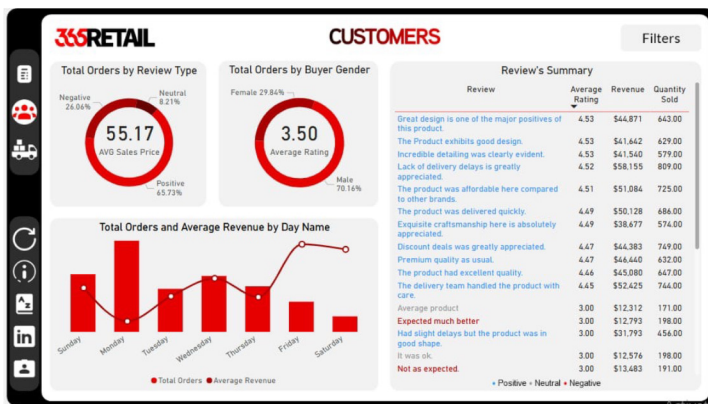
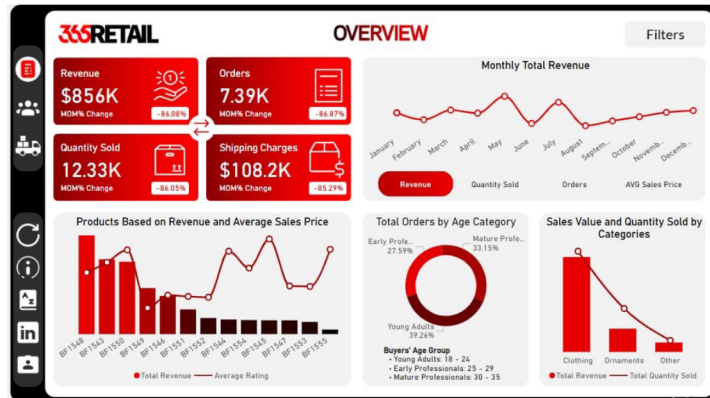
# CRM and Sales Pipelines (Power BI)



## Through this Project, you'll learn to:

- 01 Transform Sales Data into Actionable Intelligence:**  
 Learn how to clean, reshape, and model CRM data to track key metrics like conversion rate, lost rate, and deal value – unlocking the story behind every lead.
- 02 Design Smart Data Models & Forecasting Logic:**  
 Build a star schema, define time-based hierarchies, and create DAX measures that forecast future revenue, sales cycles, and performance patterns with confidence.
- 03 Visualize the Entire Sales Funnel Effectively:**  
 Create interactive dashboards that reveal lead flow, deal closure trends, and pipeline health month-over-month – making it easy to spot what's working and what's not.
- 04 Benchmark Performance across Products, Agents & Regions:**  
 Analyze how geography, industry, product type, and agent performance affect the sales cycle, deal values, and win/loss outcomes – then compare with KPIs and Sparklines.
- 05 Think like a Revenue Strategist, Not Just an Analyst:**  
 Use real insights to answer executive-level questions like: "Which product performs best?", "Where are we losing deals?", and "How accurate is our forecast vs. reality?"

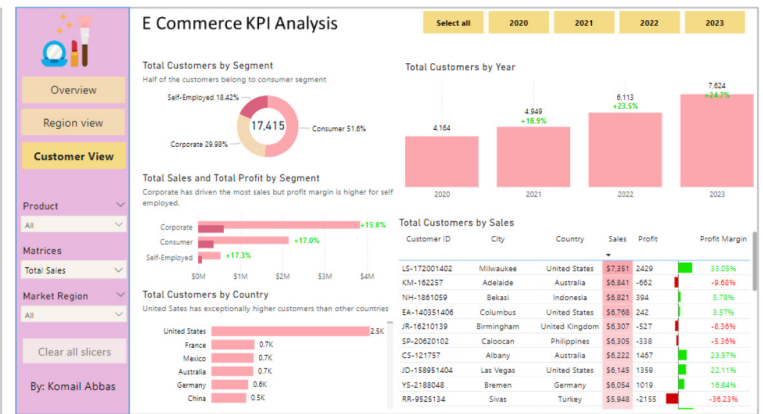
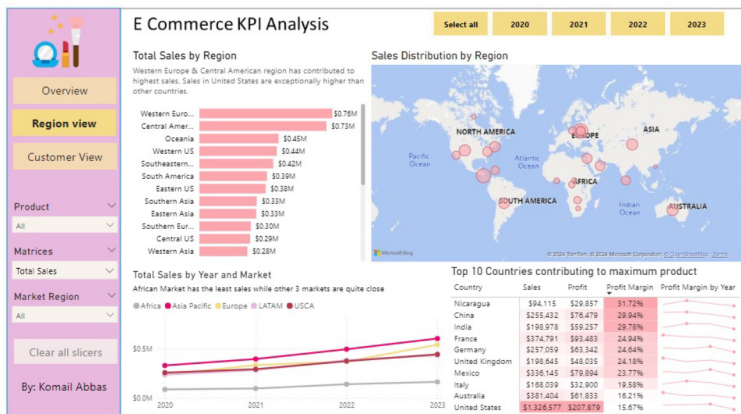
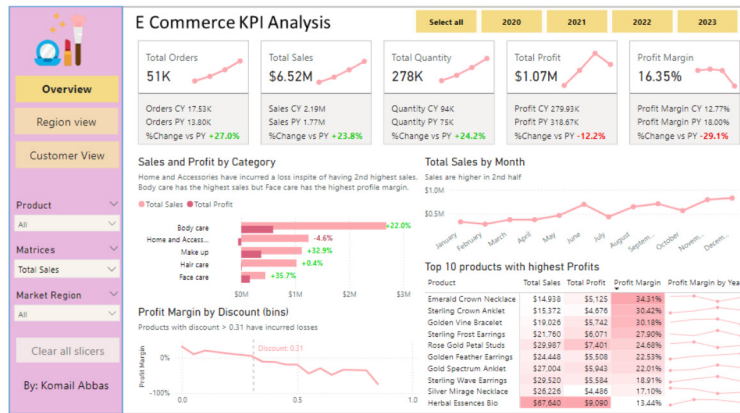
# 365 Retail Sales Analysis (Power BI)



## Through this Project, you'll learn to:

- 01 Track Key Business Metrics with Enhanced Visual KPIs:**  
Learn how to create advanced KPI cards for revenue, orders, shipping charges, and quantity sold—complete with MoM and YoY comparisons to monitor performance trends effectively.
- 02 Analyze Time-Based Trends to Understand Sales Behavior:**  
Use line charts and time-series analysis to uncover patterns in monthly revenue, order volumes, and average selling price—essential for identifying seasonality and business growth.
- 03 Discover What Drives Revenue through Product & Category Insights:**  
Compare top and bottom products by revenue and price, analyze performance by product category, and identify what's contributing most (or least) to overall profitability.
- 04 Uncover Customer Patterns through Demographics & Reviews:**  
Gain insights into buyer behavior by visualizing orders by age group, gender, and review type—and understand customer sentiment through a summary of best, worst, and average reviews.
- 05 Visualize the Operational Impact of Location & Shipping Types:**  
Analyze revenue distribution by order location, compare performance between local and international shipping, and explore monthly shipping charge trends to guide strategic decisions.

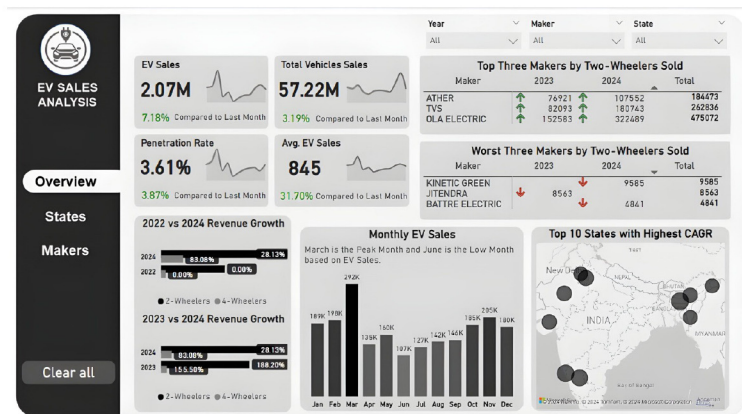
# 365 Merchandise KPI Analysis (Power BI)



## Through this Project, you'll learn to:

- Build a Full E-Commerce Performance Dashboard:**  
 Learn to track essential retail KPIs like sales, orders, profit margin, and quantity sold – all in a sleek, multi-page Power BI report tailored for business intelligence.
- Create Geographic & Customer-Based Insights:**  
 Use interactive maps, region charts, and customer segmentation visuals to break down performance by country, segment, and market – revealing where the real value lies.
- Apply DAX to Analyze Trends & Product Effectiveness:**  
 Develop advanced DAX measures to compare year-over-year sales, calculate profit margins, and segment discounts – helping identify winning products and pricing strategies.
- Design Intuitive, Multi-Layer Dashboards for Stakeholders:**  
 Create reports that are not only functional but intuitive to navigate – with filters, bookmarks, and drilldowns that help decision-makers find answers fast.
- Discover Seasonal & Segment Patterns for Strategy Optimization:**  
 Analyze monthly trends and customer behavior to uncover seasonal peaks, top-performing segments, and retention opportunities – critical for e-commerce growth planning.

# Electric Vehicle Business Analysis (Power BI)



## Through this Project, you'll learn to:

- 01 Track and Visualize Industry KPIs with Precision**  
Learn to calculate and display crucial metrics like EV sales, penetration rate, CAGR, and revenue – and communicate trends clearly through intuitive visual storytelling.
- 02 Analyze Regional and State-Level Market Dynamics**  
Discover how to break down data by geography using maps, funnel charts, and forecasting tools – helping users compare performance across states and identify market gaps.
- 03 Compare Brand Performance Over Time**  
Use DAX to analyze top and bottom makers, visualize quarterly growth, and uncover competitive insights – all while learning to present the story behind the numbers.
- 04 Design Forecasting-Enabled Dashboards**  
Incorporate forecasting visuals to project EV sales through 2030, helping users make forward-looking decisions backed by historical data and growth patterns.
- 05 Build Clean, Interactive Dashboards for Decision-Makers**  
Master tools like slicers, bookmarks, drill-throughs, and stacked visuals – creating a professional report that feels both dynamic and easy to use for any business stakeholder.

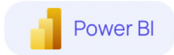
# Testimonials



**Hafiz Ghulam  
Murtaza Saleem**  
Student



He demonstrates an excellent and highly professional teaching style, providing clear insights into Power BI from the basic to advanced level. His method of instruction is so effective that even learners without an accounting or finance background can easily grasp the complete concepts of Power BI, provided they have dedication to learn. I am truly grateful to him for his guidance.

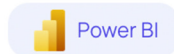


Nov 27, 2025



**Omer Khan**  
Student

I have no prior experience in this field, but Sir Abbas teaches so clearly and in depth that with hard work anyone can succeed InshaAllah. It's because of Sir Abbas that I enrolled in the Data Analyst course with Power BI. So far my experience has been excellent. I highly recommend this course to other students.



Nov 26, 2025



**Hassan Ali**  
Student

I thoroughly enjoyed the the teaching method of teacher Sir Abbas he described everything in detail make it very easy to understand and grabbing the concept was very easy he also respond to our queries I wish him all the best

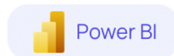


Nov 27, 2025



**Ibrahim Zaman**  
General Manager

Abbas Sb is true professional and has grip on the course. YouTube lectures are not good for learning. Need industrial knowledge or case studies as assignment for future. Give new files for the assignments.



Nov 27, 2025



**Arshad Mehmood**  
Performance  
Improvement  
Specialist



Overall course is very good. One point is that it must include specific sessions with participants who are employees for discussion on some specific topics related with industrial works they are facing.

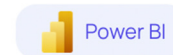


Nov 27, 2025



**Saadat Ali**  
Accountant

I am very happy with our Power BI instructor. The lessons were well-planned and covered all important topics. His teaching method was effective and professional. I feel confident using Power BI after this course.



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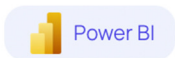
# Testimonials



**Muhammad Saeed**  
Leaf Sustainability  
Executive



Honestly it was an amazing course led by Instructor, Muhammad Abbas, one of the best in class. His examples from real industry make it worth. Course contents are also designed in a way that it does not burdoned on students which new to this course. Who ever practise it, can make the difference. Super excellent course, recommended for all level professionals.



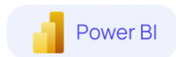
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**Ramsha Fayyaz**  
Fresher



Sir teaches Power BI with great clarity and depth, making even difficult concepts easy to understand. His step-by-step explanations and practical examples help build real confidence. I have learned more than I expected, and the course feels genuinely valuable. Highly recommended for anyone wanting a strong foundation in Power BI.



Nov 27, 2025



**Muhammad Maaz Saleem**  
BI Analyst



I have 1 main complain is nobody is available for checking the assignments/files and to solve the queries of students even the online support number is very awful and even don't reply the messages or DMs. Otherwise the instructor style is good

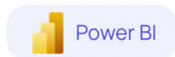


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**Faiza Imran**  
Graphic Designer

He is a very dedicated, responsible and honest teacher. He explain each and everything very deeply and I like QnA series very much and course is also design well structured which helps us to boost our career and surely create opportunities for future.



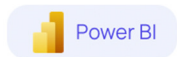
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**AbdulBasisit**  
Billing and Inventory  
Assistant



The Best course I choose, the way of teaching is amazing 🤩. This course help me to upgrade my skill and the Instructor Sir Abbas teaching method awesome. This pattern of course helpful for focused on skills.



Nov 26, 2025



**Adil Abid**  
CA Finalist



He is an excellent instructor with strong technical expertise and practical industry knowledge. His teaching style is clear, engaging, and easy to understand, making even complex concepts simple to grasp. Every session is well-structured, and he always provides real-world examples that add great value. Overall, I have consistently had a very positive learning experience throughout this course.



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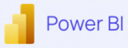
# Testimonials



**Shahzaib Chughtai**  
Application Support Engineer



It is going well, beyond the expectations because of the way of guidance receiving from Sir Abbas. It is my first experience with Analytix Camp, and it is amazing. Highly recommended to the learners who eagerly want to learn skills with proper attention or support by instructor.



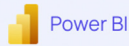
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**Umer Maqsood**  
AM NOC Engineer



So far the content has been clear and informative. The instructor explains each topic well and keeps the sessions engaging. The instructor's clear teaching style makes the learning experience smooth and enjoyable.



Nov 26, 2025



**Adil Abid**  
CA Finalist



He is an excellent instructor with strong technical expertise and practical industry knowledge. His teaching style is clear, engaging, and easy to understand, making even complex concepts simple to grasp. Every session is well-structured, and he always provides real-world examples that add great value. Overall, I have consistently had a very positive learning experience throughout this course.



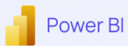
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**Adnan Rafique Ahmed**  
Head of Procurement & Supply Chain (Construction and General Trading)



Excellent, detailed explanation and teaching method by Sir Abbas. No match in the market. Plus, complete coverage of Power BI is offered. Highly recommended and deserves 5 stars. I will surely recommend it in my circle.



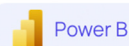
Nov 26, 2025



**Ali Raza**  
Assistant General Manager | Data Analyst



The course Power BI is my need and I'm very much excited to learn and practice each and everything to face market challenges. Power BI is much more than what I expect. And of course the instructor also guided in a very easy way to perform and learn. Just facing the problem DAX portion which is totally new for me. Overall it's great to have this course. THANK YOU ANALYTIX CAMP.



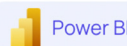
Nov 26, 2025



**Bisma Tahir**  
Account Executive



Unsatisfied and unable to understand tone of instructor. The commitment you have done in start of the course are not fulfilled. Plus no response from instructor and assignments required assistance which is not given.



Nov 26, 2025



# 365 BOOTCAMP

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[www.365bootcamp.com](http://www.365bootcamp.com)

