ST. ALOYSIUS COLLEGE(AUTONOMOUS), JABALPUR

Reaccredited 'A+ 'Grade by NAAC(CGPA:3.68/4.00)
College with Potential for Excellence by UGC
DST-FIST Supported & STAR College Scheme by DBT

Faculty of Science

Bachelor of Business Administration
BBA III Semester
Paper-Elective
Business Intelligence with Power BI

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	Understand the fundamentals, tools, and techniques of Business Intelligence.	U
CO 2	Be exposed to the basic rudiments of business intelligence systems.	Apply
CO 3	Understanding Data Analysis Concepts.	Apply, Analyze
CO 4	Learn to navigate the Power BI interface	Create, Apply
CO 5	Develop a variety of visualizations (charts, graphs, maps, etc.)	Apply

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	**External**	
Theory	3	40	60	**100**
Practical	1	40	60	**100**
Total	**4**	**200**		

Evaluation Scheme

	Marks	
	Internal	**External**
Theory	3 Internal Exams of 20 Marks (During the Semester) (Best 2 will be taken)	1 External Exams (At the End of Semester)
Practical	3 Internal Exams (During the Semester) (Best 2 will be taken)	1 External Exams (At the End of Semester)

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BBA III Semester   **Paper-Elective**

Business Intelligence with Power BI
Content of the Course
Theory

Total No. of Lectures: 60 Hrs.   **Maximum Marks:** 60

Units	Topics	No. of Lectures
I	Introduction to Business Intelligence, Business Intelligence Architecture, Transaction Processing vs. Analytical Processing – Major Tools and Techniques of Business Intelligence, Business Intelligence Life Cycle,Role of DataWarehouse , Schema and its types- Star Schema and Snow Flake Schema, Ethics and Business Intelligence.	15
II	Introduction to OLTP and OLAP – Different OLAP Architectures-Data Models, Tools in Business Intelligence-Role of DSS, EIS, MIS and digital Dashboards – Need for Business Intelligence- Business Intelligence value chain-Components applications-roles and responsibilities.	15
III	Introduction to Power BI : Power BI as a Business Intelligence Applications, Functions of Power BI, Power BI Components, Power BI Environment , Installation and setup of Power BI, Power BI query editor , Introduction to Power BI Dashboard , Dashboard Actions , Dashboard Report , BI Slicer.	15
IV	Data Connection in Power BI , Understanding Power Query Editor , Loading data from an Excel file , Loading multiple CSV files from a folder , creating table in Power BI , Table formatting , Key Processing Indicators (KPI) , KPI Dashboard .	15

Text Books:
- Mastering in Power BI , BPB Publications , India
- Business Intelligence : A Comprehensive Approach to Information Needs, Technologies and Culture , By Rimvydas Skyrius · 2021

Reference Books:
- Business Intelligence and Applications , By Meenakshi Gupta
- BUSINESS INTELLIGENCE AND ANALYTICS by Dr. Himanshu Gupta , Dr. Nisha Agarwal

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List of Practical

1. Import a dataset from an Excel file and clean the data by removing duplicates and handling missing values.
2. Use Power Query Editor to transform a dataset, such as splitting columns, merging tables, or changing data types.
3. Create a bar chart to show the total sales by region.
4. Create a line chart to display the trend of sales over time.
5. Build a report that includes various visualizations, such as pie charts, bar charts, and tables, to analyze sales data.
6. Create a dashboard that combines several key performance indicators (KPIs) to give an overview of business performance.
7. Create a relationship between tables manually through Power BI.
8. Use the DAX expression to add a new column in the data source.
9. Use the Donut Chart for Profit Analysis.
10. Analyse the more profitable day from the sales analysis table using Bar Chart in Power BI.

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