

Executive Programme in

Data Visualization and BI Reporting

Building Tomorrow's BI Experts: Your Complete Journey to Data Mastery

6 Month Online + Campus immersion



Excel with Excellence: Get the IIM Kashipur Advantage

Established in 2011 by the Government of India, the Indian Institute of Management Kashipur (IIM Kashipur) is a second-generation IIM dedicated to excellence in management education. Guided by its core values of collegiality, transparency, green consciousness, and proactive stakeholder engagement, the institute has been shaping future leaders for over a decade.

Located on a 200-acre campus in the Himalayan foothills, just 25 kms from Jim Corbett National Park, IIM Kashipur combines academic rigor with practical exposure through its strong industry connection in one of India's most industrialized regions.

With a vibrant alumni network, committed faculty, and dedicated staff, the institute fosters innovation, entrepreneurship, social responsibility, and gender diversity. Its holistic approach to learning emphasizes theory, practice, and research, ensuring students are equipped to drive both business impact and social transformation.



Ranked 8th

By Times Management Institutes,
2023

Ranked 23rd

By Under Management Category
- NIRF, 2025

Our Core Values



Cultivating a culture of mutual respect and collaboration among stakeholders.



Committed to active involvement and open communication with all stakeholders.



Advocating for green consciousness through sustainable practices.



Upholding openness, clarity, and accountability in all dealings.

Why Choose IIM Kashipur ?

Member of prestigious global accreditation bodies

AACSB (Association to Advance Collegiate Schools of Business) and EQUIS (EFMD Quality Improvement System).

NIRF Ranking

Ranked 23rd in the Management Category under the NIRF 2025 rankings.

Distinguished IIM Faculty

Learn from experts who blend academic excellence with industry knowledge, guiding professionals to become future-ready data visualization and BI leaders.

Campus Immersion Experience

Engage in a two-day campus immersion at IIM Kashipur for in-depth interactions and networking opportunities.

Prestigious IIM Certification

Earn a certificate from IIM Kashipur on successful program completion, strengthening your professional profile.



Programme Overview

The **Executive Programme in Data Visualization and BI Reporting** at IIM Kashipur is designed to equip professionals with the skills needed to transform raw data into clear, actionable insights. Over six months, participants will gain expertise in business intelligence tools, advanced data visualization techniques, and dashboard development using industry-standard platforms.

Through interactive sessions with IIM faculty, hands-on exercises, and a capstone project, learners explore the complete reporting workflow—from data preparation to building dynamic, interactive dashboards that support data-driven decision-making across any business function. The programme emphasizes a problem-solving approach, covering essential tools like Excel, Power BI, and Tableau.

A two-day campus immersion further enriches the learning journey, offering networking opportunities and hands-on exposure. On successful completion, participants earn a prestigious IIM Kashipur certificate, strengthening their professional credentials and preparing them to lead with data-driven insights and compelling visual storytelling.

 **Duration:** 6 Months – 12 hrs Offline + 60 hrs Online = 72 hrs

 **Programme Fee:** INR 80,000/- + GST

 **Schedule:** Sunday, 2:00 PM – 5:00 PM

Eligibility:

Educational Qualification: A Bachelor's degree in any discipline with at least 50% marks from a recognized university. Familiarity with quantitative concepts is advantageous.

Work Experience: A minimum of 2 years of professional work experience is recommended, particularly in roles involving data, analysis, marketing, or strategy.

Prerequisites: No prior programming or advanced mathematics experience is required. A strong desire to learn data skills is the key requirement.



Programme Highlights



Industry-Standard Tools Mastery: Gain hands-on expertise in Excel, Power BI, and Tableau.



End-to-End BI Workflow: Master the complete reporting workflow, from data preparation to building dynamic, interactive dashboards.



Guided by IIM Experts: Learn directly from IIM Kashipur faculty who blend academic rigor with industry expertise.



Problem-Solving Focus: Develop practical, hands-on skills through a problem-solving approach.



Globally Recognized Credential: Earn a prestigious IIM Kashipur certificate that adds credibility and value to your professional journey.



Peer-to-Peer Networking: Collaborate with diverse professionals, sharing insights and building lasting connections.



Applied Learning Edge: Build strong career foundation in data visualization and business intelligence with application-focused learning.



Transformative Campus Experience: Engage in a two-day immersion on the scenic 200-acre campus, combining peer learning with rich faculty interactions.



Programme Objectives



Build Strong Data Foundations

Understand the role of data in business decision-making, data types, sources, and establish principles of data quality and ethics.



Master Data Preparation with Excel

Develop proficiency in data cleaning, advanced formulas, PivotTables, and data modeling techniques using Excel.



Create Interactive BI Dashboards

Learn to design and publish dynamic dashboards using Power BI, including data modeling, DAX calculations, and Power Query transformations.



Develop Visual Storytelling Skills

Master principles of effective data visualization and create compelling visual narratives using Tableau's advanced charting and mapping capabilities.



Apply BI Across Business Functions

Build specialized reports and dashboards for sales, marketing, finance, HR, and operations with real-world application scenarios.



Implement BI Strategy

Understand how to embed business intelligence into organizational strategy, including report automation, cloud solutions, and AI-powered visuals.



Demonstrate Proficiency Through Capston

Consolidate learning through a capstone project that addresses real-world business intelligence challenges using acquired skills.

Programme Outcomes

Excel in Data Preparation & Analysis

Clean, transform, and analyze data effectively using advanced Excel functions including VLOOKUP, XLOOKUP, PivotTables, and data modeling.

Design Professional Power BI Dashboards

Connect and transform data with Power Query, create data models, develop DAX measures, and publish interactive dashboards using Power BI.

Master Tableau Visualization

Build basic to advanced charts, create geographic visualizations, combine visuals into interactive dashboards, and apply data storytelling techniques.

Generate Business-Focused Reports

Create sales performance dashboards, marketing analytics reports, financial summaries, HR metrics visualizations, and operations KPI trackers.

Analyze Trends Over Time

Visualize trends and patterns over time using appropriate techniques and interactive filters for user-driven analysis.

Present Insights to Stakeholders

Develop skills to effectively communicate data-driven insights and recommendations to business stakeholders.

Execute Full BI Reporting Workflows

Work through the complete reporting workflow from data preparation to dashboard delivery, demonstrating comprehensive BI capabilities.



Pedagogy



Interactive sessions led by esteemed IIM faculty

Illuminating case studies for practical insights

Engaging class exercises for hands-on learning

Application-focused approach for workplace relevance



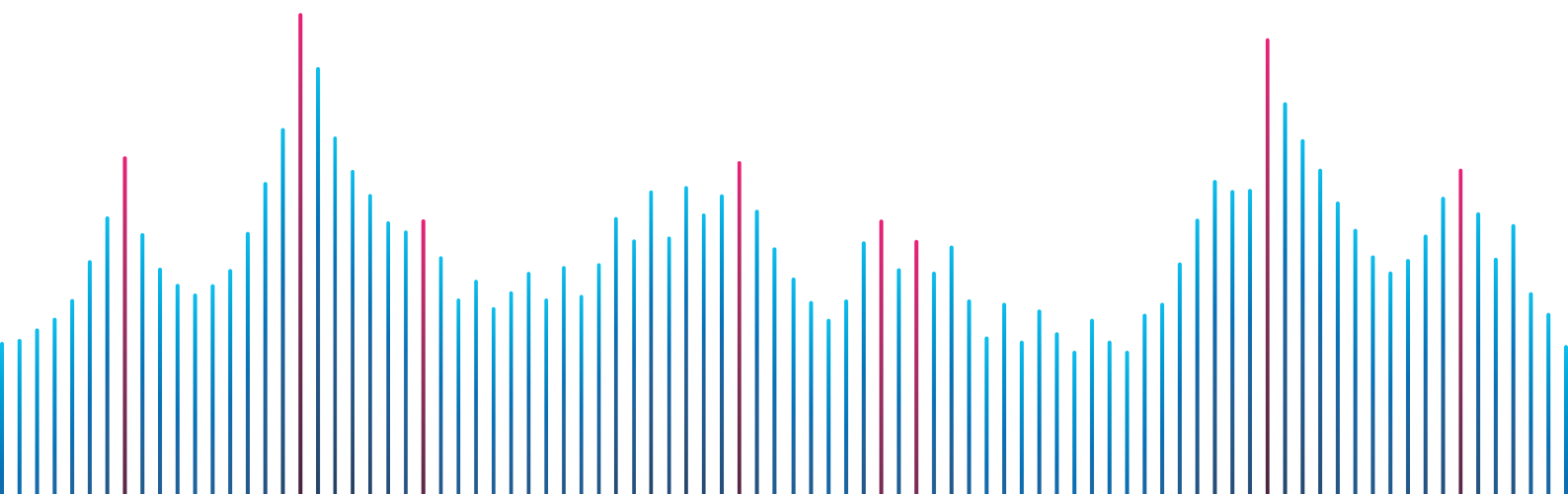
Programme Structure

Module 01: Foundations of Data for Reporting

- Role of Data in Business Decision-Making
- Understanding Data Types & Sources
- The Data Reporting Workflow
- Problem Framing with a Data Mindset
- Identifying Basic Patterns & Trends
- Introduction to Data Ethics & Governance
- Key Principles of Data Quality

Module 02: Data Preparation & Analysis with Excel

- Data Cleaning Techniques in Excel
- Essential Formulas & Functions
- Sorting, Filtering, and Conditional Formatting
- Introduction to Data Tables & What-If Analysis
- Advanced: Mastering PivotTables & PivotCharts
- Advanced: Using VLOOKUP, HLOOKUP, XLOOKUP
- Advanced: Building a Basic Data Model in Excel

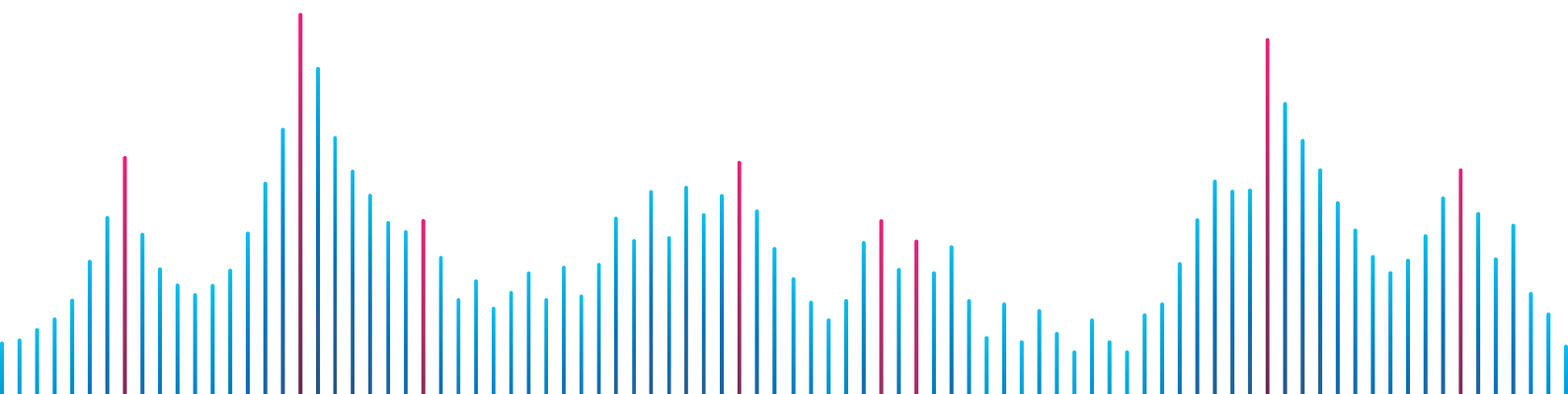


Module 03: Business Intelligence & Dashboarding with Power BI

- Introduction to Business Intelligence (BI) Concepts
- The Power BI Ecosystem (Desktop, Service)
- Connecting and Transforming Data with Power Query
- Introduction to Data Modeling in Power BI
- Creating Reports with Key Visualizations
- Introduction to DAX for Basic Calculations
- Designing & Publishing Interactive Dashboards

Module 04: Data Visualization & Storytelling with Tableau

- Principles of Effective Data Visualization
- Introduction to the Tableau Interface
- Connecting to Data Sources
- Building Basic Charts (Bar, Line, Pie)
- Creating Maps and Geographic Visuals
- Combining Visuals into an Interactive Dashboard
- Techniques for Data Storytelling



Module 05: 5: Applied BI Reporting Scenarios

- Building a Sales Performance Dashboard
- Creating a Marketing Analytics Report
- Developing a Financial Health Summary
- Visualizing HR Metrics and Headcount Data
- Building an Operations & Supply Chain KPI Tracker
- Time Series Visualization for Trend Analysis
- Using Filters and Slicers for User Interactivity

Module 06: BI Strategy & Capstone Project

- Embedding BI into Business Strategy
- Report Automation and Scheduling
- Overview of Cloud-Based BI Solutions
- AI-Powered Visuals in Modern BI Tools
- Presenting Insights to Stakeholders

Assessment Structure



Assignments

+



Quizzes

+



Objective/ Subjective
Exam

*Mandatory attendance should be 60%.
Qualifying criteria for assessments: 50%

Tools You'll Master



Tool to Be Used	Purpose	Rationale
Microsoft Excel	Data Handling & Analysis	Essential for cleaning, preparing, and analyzing business data. Its versatility makes it the foundation for all BI reporting workflows.
Advanced Excel	Complex Data Modeling & Reporting	Enables mastery of PivotTables, PivotCharts, lookup functions (VLOOKUP, HLOOKUP, XLOOKUP), and data models, allowing deeper analysis and efficient reporting.
Power BI	Interactive Dashboards & Reporting	Enables creation of dynamic dashboards and reports, allowing users to visualize trends, KPIs, and performance metrics in real-time for data-driven decision-making.
Tableau	Advanced Visualization & Storytelling	Provides powerful visual analytics to present complex business insights in a clear, engaging way. Helps professionals identify patterns and communicate findings effectively across stakeholders.

Course Completion Certificate



Fee Structure

Application fee: INR 1,000/-

Programme Fee (Inclusive of Offline Classes): INR 80,000/- + GST

No-Cost EMI Available

Total Fee	Installment 1*	Installment 2*
INR 80,000+GST	INR 40,000 + GST (Within 72 Hours of releasing the offer letter)	INR 40,000 + GST (Till 15 December)

*The application fees are strictly non-refundable and non-transferable.

(Campus immersion is mandatory and free for all enrolled students. For physical immersion at the campus travel and lodging costs will be managed by the student)

Prior to course commencement, students who request for a refund will receive 80% of the fees paid, after deducting the registration charges. Once the batch starts, no refund will be applicable on course fees.

Admission Journey

Step 1



Fill out the online form, upload documents, and pay 1000 application fee.

Step 2



Applications are reviewed by IIM Kashipur based on work and education profile.

Step 3



Shortlisted candidates receive an official offer letter from IIM Kashipur.

Step 4



Make the final payment and secure your seat.

Program Director



Dr. Harish Kumar

Chairperson – MBA Analytics

Dr. Harish Kumar earned his Ph.D. from Department of Management Studies, Indian Institute of Technology Delhi, and M. Tech. from International Institute of Information Technology (IIIT) Hyderabad. At present, he is an assistant professor of Information Technology and Systems at IIM Kashipur. Prior to joining IIM Kashipur, he has worked as an Assistant Professor at IIM Bodh Gaya. He teaches Data Visualization, business computing, Image Analytics, Artificial Intelligence & Visual Analytics, and Digital Transformation courses at IIM Kashipur. He has taught Design Thinking course at IIM Bodhgaya. His areas of include artificial intelligence, metaverse, computer vision, urban planning, smart cities, and digital transformation. He conducted MDPs on Industry 5.0, Digital transformation, and Analytics. He has published papers in His research has published in peer-reviewed journals like IEEE Transactions on Engineering Management, Journal of Database Management, Technological Forecasting and Social Change, Marketing Intelligence and Planning, Measuring Business Excellence , Journal of Science and Technology Policy Management and so on.





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