# Gujarat Technological University

(Accredited with A+ Grade by NAAC)

**GTU School of Management Studies**

**Report on "Expert Session on Power BI Essentials: Transforming Data into Decisions"**

**1. Title of Event:** Power BI Essentials: Transforming Data into Decisions

**2. Type of event:** Expert Session

**3. Date:** 22nd October 2024
   **Time:** 9:00 AM to 12:30 AM
   **Venue:** Computer Lab

**4. Description of the Event:**

An expert session on Power BI was organized for MBA (IB) Semester-3 students as a part of their Business Intelligence & Analytics course. This seminar sought to deliver in-depth understanding on Power BI (Business Intelligence), which is an important topic in global business decision making. The expert presented a variety of topics, including the importance of power BI, an awareness of the numerous components that organizations must consider when using power BI, and practical features of power BI. It is a powerful business intelligence tool that helps organizations visualize and analyze data to make informed decisions. An expert session can provide valuable insights into effective Power BI usage. The session emphasized the practical aspect so that every student can easily make decision based on data. Power BI covered aspects of Data Import and Cleaning, Data Modeling, Data Visualization and decision making.

**5. Name and Brief of the Expert:**

The expert Dr. Meetali Saxena is an Associate Professor (IT & Analytics) at L.J. institute of Management Studies, L J University, Ahmedabad. She has

done her MBA (IT & Systems) from Devi Ahilya Vishwavidyalaya, and holds a PhD from CEPT, Ahmedabad in ICT Adoption and its impact assessment in SMEs in Gujarat. She is skilled in Digital Transformation, Business Analytics, Strategic IT Management, ICT adoption in SMEs, Enterprise Systems, and Management Information Systems.

## 6. Number of participants:

A total of 73 students of the 3rd semester MBA (IB) batch attended the session.

## 7. Photograph of the event:



## 8. Brochure or Flyer of the Event:

### 9. Feedback on the Event:

The expert session on Power BI Essentials: Transforming Data into Decisions was highly insightful and well-received by the students. Dr. Meetali Saxena's practical approach and giving in-depth knowledge of each component of power BI were helpful to students. Students appreciated the knowledge of the professor and eager to explore aspects of power BI to design dashboard. Overall, the session was engaging and offered actionable takeaways, leaving students with a deeper understanding of power BI.

### 10. Social Media Post:



**Coordinator of the Event:**
**Dr. Neela Multani, Assistant Professor, GSMS**

**Report Prepared by:**
**Mr. Utsav Mevada, Student, MBA(IB) Sem-3, GSMS**