GEETHANJALI
COLLEGE OF ENGINEERING AND TECHNOLOGY
KNOWLEDGE | INNOVATION | EXCELLENCE

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Cheeryal (V), Keesara (M), Medchal District, Telangana – 501301

DEPARTMENT OF MANAGEMENT STUDIES

EVENT REPORT

One Day Workshop on

Power BI – Decode, Visualize, Decide

A Power BI Workshop for Future Managers

Date: 9th October 2026 | **Time:** 10:00 AM – 3:30 PM | **Venue:** MBA Lab, GCET

Resource Person: Dr. B. Rajkumar

1. EVENT DETAILS

Title of the Session	Power BI – Decode, Visualize, Decide: A Power BI Workshop for Future Managers
Type of Event	One Day Workshop (Theory + Hands-on Lab)
Organized by	Department of Management Studies (MBA), GCET
Start Date & End Date	09 October 2026 (Friday)
Time	FN Session: 10:00 AM – 12:30 PM (Theoretical) AN Session: 1:30 PM – 3:30 PM (Practical Lab)
Duration	1 Day (4.5 Hours)
Schedule	Two sessions – Forenoon and Afternoon
Mode	Offline
Venue	MBA Lab, GCET Campus
Target Audience	MBA I Year and II Year students
Session Link	Offline
Social Media Link	

2. OBJECTIVES

The workshop was organized with the following objectives:

1. To introduce participants to business intelligence and its role in managerial decision-making.
2. To familiarise participants with the Power BI Desktop interface and its core features.
3. To provide hands-on training in importing, preparing and modelling business data.
4. To build skills in creating interactive visuals and dashboards using filters and drill-down.
5. To enable participants to draw insights from data and support data-driven business decisions.

3. EXPECTED OUTCOMES

On completion of the workshop, participants will be able to:

1. Explain the concept of business intelligence and the Data → Analyze → Visualize → Insight → Decide flow.
2. Load and prepare data in Power BI Desktop from sources such as Excel workbooks.
3. Build bar, column, line, pie and waterfall charts and arrange them into a dashboard.
4. Apply filters and date hierarchies (Year, Quarter, Month) to analyse trends.
5. Interpret dashboards to support managerial decisions in marketing, finance and operations.

4. MAPPING WITH POS / PSOS AND SDGS

Programme Outcomes (POs)

PO	Description and Relevance
PO1	Apply knowledge of management theories and practices to solve business problems – *applied through business intelligence concepts and sales performance analysis.*
PO2	Foster analytical and critical thinking abilities for data-based decision making – *applied through building and interpreting interactive Power BI dashboards.*

Sustainable Development Goals (SDGs)

SDG	Relevance
SDG 4	Quality Education – hands-on, skill-based learning in data analytics
SDG 8	Decent Work and Economic Growth – building industry-ready analytics skills for employability
SDG 9	Industry, Innovation and Infrastructure – adoption of digital tools for business decision-making

5. EXPERT / SPEAKER DETAILS



Dr. B. Rajkumar

Visiting Professor
National Institute of Technology (NIT), Warangal

Name	Dr. B. Rajkumar
Designation	Visiting Professor
Organization	National Institute of Technology (NIT), Warangal

Brief about the Expert

Dr. B. Rajkumar is a Visiting Professor at the National Institute of Technology, Warangal. He conducted both the theoretical and the hands-on lab sessions of the workshop, guiding participants step by step through building business dashboards in Power BI.

6. PARTICIPANTS' DETAILS

Total No. of Participants	65
Total No. of Staff (Teaching / Non-teaching)	03
Participants	MBA I Year and II Year students
Source	Attendance register, 09-10-2026



Participants with the resource person and faculty at the MBA Lab (geotagged, 09-10-2026, 3:25 PM)

7. BRIEF WRITE-UP OF THE EVENT

The Department of Management Studies (MBA), Geethanjali College of Engineering and Technology, organized a One Day Workshop on **"Power BI – Decode, Visualize, Decide: A Power BI Workshop for Future Managers"** on 9 October 2026 at the MBA Lab, GCET Campus. The workshop was conducted in two sessions: a theoretical forenoon session and a practical lab session in the afternoon. Students of both MBA I Year and II Year attended the workshop.

The programme was coordinated by **Dr. K. Sharath Babu**, Professor, DMS, under the convenorship of **Dr. B. Shravani**, Associate Professor and Head, DMS. The session began at 10:00 AM with a warm welcome of the resource person, **Dr. B. Rajkumar**, Visiting Professor, NIT Warangal, who was presented with a plant by the Convenor and Coordinator.

In the forenoon session, Dr. Rajkumar introduced business intelligence and explained how managers can move from raw data to decisions through the flow of Data, Analyze, Visualize, Insight and Decide. He walked participants through the Power BI Desktop interface, data sources such as Excel workbooks and SQL Server, data preparation with Power Query, and the choice of the right visual for each business question.

The afternoon practical lab session was fully hands-on. Each participant imported a sales dataset and built an interactive dashboard using bar, column, line, pie and waterfall charts. Participants applied visual-level filters, used the Date hierarchy to drill down from year to quarter and month, and interpreted the results to identify top performers, regional trends and product-wise changes in sales.

The workshop concluded at 3:30 PM with the felicitation of the resource person with a memento, followed by a group photograph. The session was highly practical and enabled participants to build their own dashboards within a single day, strengthening their data analytics skills for managerial decision-making.

8. GEOTAGGED PHOTOGRAPHS

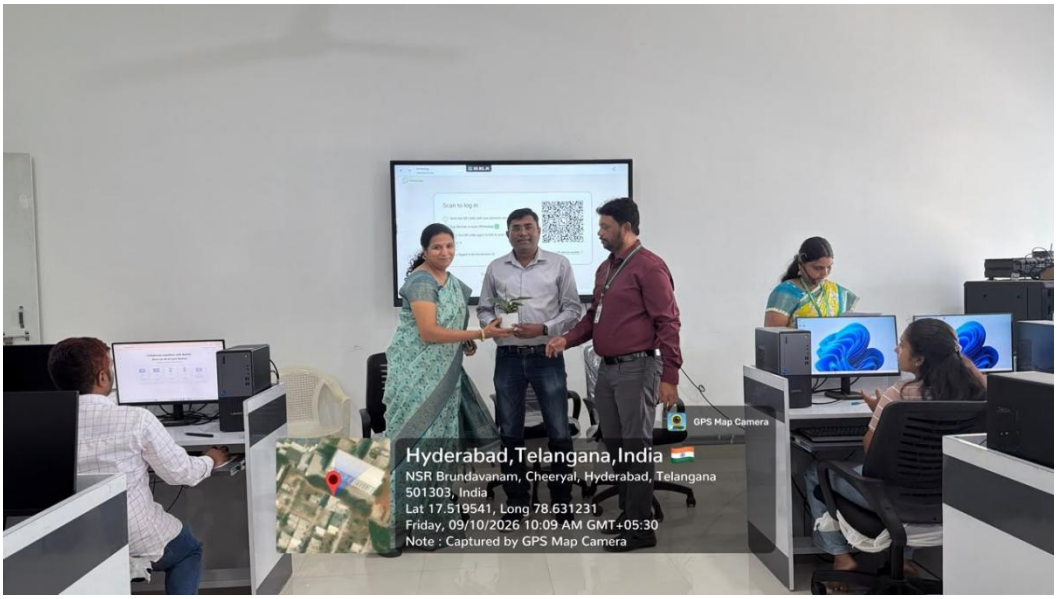


Fig. 1: Welcome of the resource person by the Convenor and Coordinator (geotagged, 09-10-2026, 10:09 AM)



Fig. 2: Group photograph of participants (geotagged, 09-10-2026, 3:25 PM)

GEOTAGGED PHOTOGRAPHS (CONTD.)



Fig. 3: Felicitation of the resource person with a memento (geotagged, 09-10-2026, 3:20 PM)



Fig. 4: Resource person with the Convenor and Coordinator during the session

9. HANDS-ON OUTCOME: SAMPLE DASHBOARD

As part of the practical lab session, every participant built a working Power BI dashboard within the one-day workshop. One such dashboard, created by a student participant, is presented below.

Dashboard created by: PVR SREE PRAGNA | **Roll No.:** 25R11E0041 | MBA (2025–27)

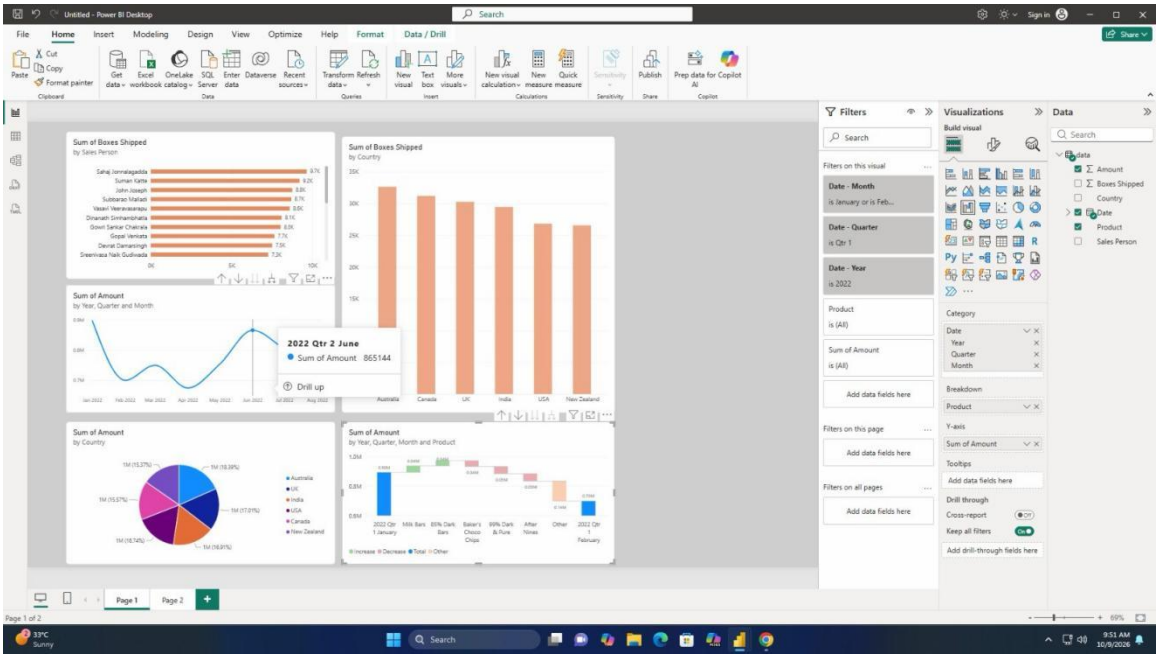


Fig. 5: Sales performance dashboard built in Power BI Desktop during the workshop

Visual	Insight Shown
Boxes Shipped by Sales Person (Bar)	Ranks sales persons by volume; the top performer shipped about 9.7K boxes
Boxes Shipped by Country (Column)	Australia shipped the most (about 33K boxes); New Zealand the least
Amount by Year, Quarter, Month (Line)	Monthly sales trend for 2022 with drill-down; June 2022 peaked at 8,65,144
Amount by Country (Pie)	Sales shared fairly evenly across six countries; Australia had the largest share (about 18.4%)
Amount by Month and Product (Waterfall)	Product-wise change in sales from January to February 2022

10. ORGANIZING COMMITTEE

Convenor	Dr. B. Shravani Associate Professor & Head, Department of Management Studies
Coordinator	Dr. K. Sharath Babu Professor, Department of Management Studies
Organized by	Department of Management Studies (MBA), GCET

Coordinator
Dr. K. Sharath Babu

Convenor & HoD
Dr. B. Shravani

ANNEXURE – EVENT POSTER

