ICAP
The Institute of Chartered Accountants of Pakistan

WORKSHOP ON
DATA ANALYTICS TIPS & TRICKS

**Registration Fees:
1000 PKR plus tax**

Scan to Register

🕐 2:30 PM – 6:30 PM (PST)

📹 Via Zoom

📅 28th August 2025 | Thursday

👥 Limited to the first 100 registered participants only

An initiative of **the Digital Assurance & Accounting Board** and the **CA Women Committee**

📞 111-000-422   🌐 www.icap.org.pk   f icap.ca   📷 icap.pakistan   𝕏 icapofficial   in icap-ca   ▶ icappakistan

ABOUT THE DIGITAL ASSURANCE AND ACCOUNTING BOARD

Established in 2018 by ICAP's Council, the Digital Assurance and Accounting Board is committed to advancing digital transformation within the accounting and auditing profession. The Board provides policy direction and promotes the adoption of emerging technologies—including Artificial Intelligence, RPA, and data analytics—to strengthen assurance practices and enhance the value Chartered Accountants bring in a digitally driven world.
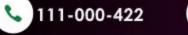
ABOUT CA WOMEN COMMITTEE

The CA Women Committee, established by the ICAP Council in 2017, aims to enhance the role of women in the Chartered Accountancy profession by fostering an enabling work environment, promoting leadership opportunities, supporting professional development, and ensuring the retention of women in the workforce. The Committee remains firmly committed to gender equality and continues to expand outreach to female students, encouraging greater participation of women in the profession.

ABOUT THE EVENT

In a world driven by data, the ability to derive insights from complex datasets is a superpower. This immersive 1-day workshop is designed for professionals eager to sharpen their data analytics skills using the tools they already work with: Microsoft Excel and Power BI. Through hands-on learning, real business cases, and time-saving techniques, you'll discover how to turn raw data into compelling insights and interactive dashboards that drive smarter, faster decision-making.

Whether you're building reports, forecasting trends, or just want to work more efficiently with data, this workshop will equip you with practical techniques that deliver immediate results in your role.

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WHY YOU SHOULD ATTEND

Explore real-world analytics tips used by top-performing data professionals

Save hours with shortcuts, formulas, and automation tools

Build dynamic dashboards and reports in Power BI

Boost your ability to analyze trends, forecast outcomes, and make data-backed decisions

Apply your learning instantly through live exercises and real datasets

Network with like-minded professionals and gain practical insights
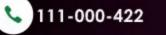
THE IMPORTANCE OF DATA ANALYTICS FOR PROFESSIONALS

No matter your role, professionals across industries, from finance to marketing to operations, are expected to interpret data and make strategic decisions. Organizations today rely heavily on data to make faster, smarter decisions. That means professionals who can analyze trends, uncover patterns, and present insights clearly are not just valuable, they're essential.

Data analytics enables professionals to identify trends, uncover inefficiencies, and present actionable solutions backed by evidence. Proficiency in tools like Microsoft Excel and Power BI empowers individuals to work more efficiently, communicate more effectively, and deliver greater value to their organizations. As businesses increasingly rely on real-time data to navigate change and drive growth, data literacy is no longer a specialized skill, it's a professional necessity. If you want to be the person in the room who brings clarity when others see complexity, building your data skills is one of the smartest investments you can make.

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LEARNING OBJECTIVES

BY THE END OF THIS WORKSHOP, PARTICIPANTS WILL BE ABLE TO:

Understand the fundamentals of data modeling and visualization in Power BI

Transform and clean data using Power Query

Create interactive dashboards and reports using key Power BI features

Apply basic DAX formulas to enhance data insights

Connect and integrate data from Excel and other sources

Interpret visualizations to support data-driven decision-making

KEY TAKEAWAYS

Hacks to reduce manual work

Certificate of Knowledge

Build interactive dashboards with drill-down features

Tips for storytelling with data and dashboard design principles

Understand and apply Power BI's data model and DAX

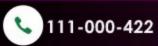An initiative of **the Digital Assurance & Accounting Board** and the **CA Women Committee**

AGENDA

TIME	SESSION
02:30 – 02:40	Registration & Welcome Speech
02:45 – 02:55	Opening Remarks
03:00 – 03:20	**Advanced Excel Hacks:** Formulas, Shortcuts, Data Cleanup
03:25 – 03:55	**Hands-on Excel Dashboards & Pivot Mastery using tips and tricks**
04:00 – 04:20	**Power BI Essentials:** Data Modeling, DAX
04:30 – 04:45	**Hands-on Dashboard Design in Power BI**
04:45 – 04:55	Q&A + Resource Sharing
04:55 – 05:00	Closing Speech

GUIDELINES:

- Participants are required to have MS Office 365 preferably or 2019 and Power BI desktop installed. For Mac laptops, the participants will also be required to pre-install Microsoft Windows Virtual Machine.

- Participants to have access to their own laptops for hands-on workshop

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Dabeer Khalid
Member
ICAP

Dabeer Khalid, a **Fellow Member of ICAP** – Pakistan brings over 16 years of professional experience. As a seasoned expert in **Data Analytics through MS Excel, Dashboard Reporting, and Financial Modeling,** he has conducted high-impact training sessions at **ICAP, LUMS, University of Lahore, and Punjab University** through **Evolve Learning Hub**, specializing in **Practical Auditing and Data Modeling.** His expertise includes **Advanced Excel** (Power Query, Power Pivot, Macros), **Data Visualization, Financial & Business Modeling**, and **Audit Analytics**. Recognized for delivering practical, results-driven training, Dabeer Khalid empowers professionals with the skills to make data-driven decisions effectively.

Abu Bakr
Chief Financial Officer
ICAEW, ICAP

Mr. Abu Bakr Mahmud serves as the Chief Financial Officer, guiding the financial strategy and operations of a dynamic, fast-growing company that delivers cutting-edge solutions across various industries. With over 11 years of experience in Finance and Accounting, Mr. Mahmud holds prestigious credentials from ICAEW, ICAP, and a SOCPA license.

His core competencies encompass Financial Modeling, Advanced Data Analytics, Financial Reporting, Planning & Budgeting, Liquidity Management, and Team Building. Additionally, he is proficient in PowerBI, Python, Hyperion, Cognos, IC Netting CoProcess, Cash Pooling, and Forex Management.

Beyond his technical expertise, Mr. Mahmud is an avid reader, a practice that enhances his understanding of overall business dynamics and informs the strategic decisions essential for driving growth and profitability.

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