

Topic: Storytelling with PowerBI

Date of Activity: 24th May 2025

No. of Participants: 25

Detail of Speakers: Dr. Rohan Mukherjee and Dr. Samyadip Chakraborty from IMI Kolkata delivered the sessions where faculty members, research scholar and executive MBA candidates attended the workshop. It was organized by St Xaviers University, Kolkata.

Description of the Event:

The program was organized for faculty members, research scholar and executive MBA candidates of St Xaviers University, Kolkata. The workshop focused on storytelling with Power BI that transforms raw data into compelling narratives by combining interactive visualizations, dynamic dashboards, and insightful reports. Power BI enables users to structure data in a way that guides the audience through key insights, using features like bookmarks, drill-throughs, and custom tooltips to enhance engagement. By integrating clear visuals with annotations and data-driven explanations, storytellers can highlight trends, uncover patterns, and make data more accessible and actionable. Whether for business presentations, analytics reports, or decision-making scenarios, Power BI's storytelling capabilities help turn complex information into persuasive, easy-to-understand stories that drive impact. Additionally, DAX measures, conditional formatting, and custom visuals help emphasize critical trends and outliers, making the story more persuasive. Whether used in executive dashboards, sales performance reviews, or operational analytics, Power BI's storytelling tools ensure that data doesn't just inform—it inspires action. The candidates worked with real-time data and were able to generate interactive dashboards at the end of the sessions.





