We.Are.XDi

Shape the future and learn to develop products, services and businesses successfully.

XDi

Inhalt

Courses

Services

Institut

We.Are.XDi

WeAreXDi

We offer further education, coaching and consulting for companies and their employees, self-employed and freelancers as well as newcomers and professionals.

We support and accompany people from different disciplines and industries to become more innovative, creative and agile. Our trainings help to further qualify, to do a better job and to have better chances on the job market.

We teach people-centered, solution-oriented and design-focused thinking and acting and make them fit for the design, development and marketing of products, services and business models.

Concept

We rely on modern teaching and educational concepts that are based on the latest research findings (leading research institutes/scientific institutions) and have been tested in numerous innovation hubs around the world and successfully applied in internationally operating start-ups.

The 3 Pillars

The offers of XDi are based on 3 pillars - training, coaching and consulting. In our trainings we impart practical knowledge in a compact form. With our coaching we accompany you in the application of methods and techniques in your daily work. We support both with consulting services for all aspects of digital transformation.

Tied up in our XDi'360° package, you can use training, coaching and consulting to create a „Continuous Improvement Programme" for the continuous further development of your employees and a sustainable increase in competence in your company.

Methodology - With heart, brain & hand

Our training model is based on eight levels - theory, practice, visualization, presentation, feedback, reflection, exploration and introspection. In our trainings we impart theoretical knowledge, apply it in a team, communicate the work results, give and receive feedback and reflect the results alone and together.

The Theory - Knowledge makes you smart

The transfer of knowledge about methods, techniques and tools of the digital world is the basis of all skills. Therefore we provide the theoretical foundation in short input units and then apply the presented methods and tools in practice.

The Practice - Learning by doing

Our credo is „Learning by Doing" - the participants of our seminars learn the application of relevant methods and techniques by means of practical exercises in a co-creative team process. The results of the practical work are then presented.

The Exploration - Playful learning

Learning is fun. Play and fun, trying out and making mistakes play an important role in learning. Only what triggers emotions can have an effect. We support you playfully to reach your goal.

The Visualisation - Put into picture

Visualization is an important and powerful tool to make ideas and concepts understandable. We animate our participants to think visually and encourage them to draw their thoughts.

The Presentation - Show me

The results of the individual and group work are presented to the team or to all participants. Everyone is asked to communicate their work verbally, visually and argumentatively and put it into the right light.

The Feedback - Saying what's going on

All participants are invited to criticize - positive as well as negative. It is important to communicate what likes and dislikes and to give suggestions for improvements. In the dialogue with others and the open exchange of arguments, we make it possible to better reflect on the effect of one's own actions and to broaden one's own horizon.

The Reflexion - Pass in review

All thematic blocks will be concluded with a retrospective. The experiences made are reflected in individual and group work. We create an instance of conscious perception and mentally repeat the experiences in order to better integrate them.

The Introspection – Going inside

The power lies in the peace and quiet. Everyone is invited to explore themselves, to consciously perceive experiences and to let experiences work. We create moments of peace and look together into the inner self to manifest the acquired knowledge.

Seminars
Open Seminars & In-House Seminars

UX360° – Certified UX & Usability Expert
User Experience Design, User Centered Design and Usability for Web, Tablet and Smartphone

On Campus & Live Online

Brief description

This seminar will enable you to successfully design websites, apps and software. You will learn to design content, structures and functionalities of interactive products. You will learn the entire spectrum of user experience design methods and their practical application - from analysis, strategy and requirements to design, prototyping and testing of the developed solutions.

Contents

User Experience & Usability Basics
From the workings of the human brain through digital ecosystems to definitions, disciplines, phases and methods in UX design.

User Research & Usability Testing
Get to know the personas of your users and test the developed products.

Business & Product Strategy
Develop a product vision and goals in a team, define KPIs and establish the ROI.

Product requirements & Scope
Requirements for features and content along with user stories and content strategy

Information Architecture & Navgation
Development of information architecture, the definition of navigation structure and technique and defining user flows.

Interaction Design & Prototyping
Interaction design with sketches, wireframes and interactive prototypes.

User Interface Design & Styleguide
Starting with the definition of a new visual style guide, to the design of individual screens, to animations, transitions and fadings.

Target audience

Designer and Design Manager, Project and Product Manager, Web and Software Developer, Speaker and Editor, Copywriter and Concept Developer, Marketing and Content Manager, Media and Information Officer, Information and Interaction Manager, Social Media Consultant and Manager, Usability Engineer, Scrum Master and Product Owner.

Information

Duration: 5 Days | 35 hours
Language: English
Price: On Campus: 2.740,00 € Early bird rate | 2.990,00 € Standard rate - Live Online 2.640 € | 2.890,00 €
Discounts: 5% discount for 2 employee | 10% discount for 3 employee | 15% discount for 4+ employees | Individual discounts on request
Participant: Minimal 3 | Maximum 12
Web: https://xd-i.com/en/seminar/certified-ux-usability-expert_online

Certified UX & Usability Specialist
UX Design & Interaction Design for Web, Tablet & Smartphone

Brief description

In this seminar you will learn how to successfully develop websites, mobile apps and browser-based software that satisfy your users and customers and give them pleasure. You will receive a compact overview of the methods of the user experience design process.

Contents

User Experience & Usability Basic
From basics and backgrounds to the disciplines, concepts and principles of user experience design.

User Research & Task Analysis
Get to know your users and their needs with personas and user scenarios.

Product requirements & Scope
Requirements for features and content including user stories and content strategy.

Information Architecture & Navigation
Developing information architecture and navigation design.

Interaction Design & Information Design
Interaction and information design with sketches, wireframes and interactive prototypes

User Interface Design & Styleguide
From the definition of a visual style guide, to the design of individual screens, to animations, transitions and fadings..

Target audience

Designer and Design Manager, Project- and Product Manager, Web and Software Developer, Speaker and Editor, Copywriter and Concept Developer, Marketing and Content Manager, Media and Information Officer, Information and Interaction Manager, Social Media Consultant and Manager, Usability Engineer, Scrum Master and Product Owner.

Information

Duration: 3 days | 21 hours
Language: English
Price: On Campus: 1.640,00 € Early bird rate | 1.790,00 € Standard rate - Live Online 1.540 € | 1.690,00 €
Discounts: 5% discount for 2 employee | 10% discount for 3 employee | 15% discount for 4+ employees | Individual discounts on request
Participants: Minimum 3 | Maximum 12
Web: https://xd-i.com/en/seminar/certified-ux-usability-specialist_online/

Certified UX & Usability Professional
User Experience & Interaction Design with
Lean UX & Agile UX

On Campus & Live Online

Brief description

In this workshop you will learn the methods of user experience design in terms of the mindset of Lean UX and Agile UX. With the help of agile methods (design sprints) you will learn to come to intelligent and practicable solutions and to design digital products with an excellent user experience.

Contents

UX & Usability Principles
From basics and backgrounds to the disciplines, concepts and principles of user experience design.

User Research & Task Analysis
Get to know your users and their needs with personas and user scenarios.

Functional & Content Requirements
Requirements for functions and content with Agile UX and Lean UX.

Information Architecture & Navigation
Developing information architecture and navigation design.

Interaction Design & Information Design
Interaction and information design with sketches, wireframes and interactive prototypes.

Usability Testing
Test an existing or prototypical software application.

Target audience

Designer and Design Manager, Project- and Product Manager, Web- and Software Developer, Speaker and Editor, Copywriter and Concept Developer, Marketing- and Content Manager, Media- and Information Officer, Information and Interaction Manager, Usability Engineer, Scrum Master and Product Owner.

Information

Duration: 2 days | 14 hours
Language: English
Price: On Campus: 1090,00 € Early booking rate | 1190,00 € Standard rate - Live Online 990 € | 1.090,00 €
Discounts: 5% discount for 2 employee | 10% discount for 3 employee | 15% discount for 4+ employees | Individual discounts on request
Participants: Minimum 3 | Maximum 12
Web: https://xd-i.com/en/seminar/certified-ux-usability-professional_online/

Certified Service Design Thinker
Service Innovation, Customer Experience Design & Design Thinking

Brief description

This seminar enables you to recognize innovation and optimization potentials in your own offer and to design successful services and holistic customer experiences, which are attractive and useful for your customers and efficiently realizable for you as a provider. You will get to know concrete methods and tools from Human-Centered Design that will help you to better understand your customers and to perceive pain points and opportunities for improvement from the customer's point of view.

Contents

Service Design Thinking Basics
From definitions and specifications to customer journeys, touchpoints and blueprints to the design process.

Design Research & Customer Journey
Understanding user needs and identifying innovation potential with Service Safaris and Cultural Probes.

Cognitive Synthesis & Customer Journey Mapping
Interpretation of research results, empathy mapping for the customer and customer journey visualization with CJM.

Ideation & Service concepts
Finding and prioritizing ideas and utilizing them to generate and visualize service concepts.

Service Prototyping & Co-Design
Development of prototypical services with experience prototyping and service blueprints.

Service Design Thinking in the business
Develop service innovations with blueprints and implement them in business practice.

Target audience

Service planners and managers, Project and Product Managers, Marketing and Sales Managers, Customer Service Managers, Designers and Design Managers from all areas (User Experience, Visual Design, Product Design, etc.), as well as Architects, Scrum Masters and Product Owners, Management Consultants and Founders.

Information

Duration: 3 days | 21 hours
Language: English
Price: On Campus: 1.640,00 € Early bird rate | 1.790,00 € Standard rate - Live Online 1.540 € | 1.690,00 €
Discounts: 5% discount for 2 employee | 10% discount for 3 employee | 15% discount for 4+ employees | Individual discounts on request
Participants: Minimum 3 | Maximum 12
Web: https://xd-i.com/en/seminar/certified-service-design-thinker_online/

DT360° - Certified Design Thinking Master

Agile, user-centered development of innovative Products and services

On Campus & Live Online

Brief description

In our Masterclass, we combine the phases of Design Thinking with agile Project Management and Implementation tools and Business Model Innovation to provide a transfer into business practice. They learn and experience the Design Thinking process intensively and holistically and are able to develop new products, services and business models in times of disruptive technologies, saturated markets and ever shorter product lifecycles.

Contents

Agile User Research & Synthesis
Exploration, evaluation, interpretation and evaluation through interviews, storytelling, clustering, journey map, empathy map and JTBD (Jobs To Be Done).

Ideation, Prototyping & Fieldwork
Application of different creative techniques, use of prototyping as well as design and planning of different test situations.

Design Thinking Basics
Design Thinking Crash Course with definitions, fields of application, processes and prerequisites.

Business Model & Pitch
Model, structure, present and pitch solutions with Business Model Canvas.

Implementation ala Scrum & Lean
Plan and control implementation with design sprints, SCRUM, Google sprints and lean canvas.

Design Thinking in the company context
Analysis of case studies and best practices of successful implementation of design thinking in various companies and institutions.

Target audience

Innovation managers and Consultants, Product-, Service and User Experience Designers, Product, Project and Design Manager, Service and Business Development Managers, Customer Service and Customer Experience Managers as well as Company Founders, Team, Department and Group Leaders who manage multidisciplinary teams and want to make collaboration more successful with the help of creative methods.

Information

Duration: 5 days | 35 hours
Language: English
Price: On Campus: 2.740,00 € Early bird rate | 2.990,00 € Standard rate - Live Online 2.640 € | 2.890,00 €
Discounts: 5% discount for 2 employee | 10% discount for 3 employee | 15% discount for 4+ employees | Individual discounts on request
Participants: Minimum 3 | Maximum 12
Web: https://xd-i.com/en/seminar/dt360-certified-design-thinking-master_online/

Brief description

We'll teach you how to face a professional design project for mobile devices from the beginning. Along the way, you'll learn how to design quick prototypes, wireframes and interaction patterns for different operating systems, visual design, interactions and animations, among other things. In the end, you'll have a working medium-fidelity prototype that you'll be able to share and test.

Contents

Mobile UX design basics and workflows
From Mobile Lean UX design and development process to decide whether to choose a mobile app vs. a mobile website.

Navigation and interaction patterns
Navigation systems for both web and apps and interaction patterns in iOS and Android.

Designing for touch and visual design
From interaction design for touch screens to dealing with data and complex information to visual design on mobile.

Visual design and software tools
iOS and Android design languages and introduction to Sketch and Figma.

Evolving interfaces and animation
From designing a screen in all its states to gestures on mobile devices and the principles of UI animation.

Animations and interactions
From Micro-interactions to the introduction of Framer to preparing assets for developers.

Target group

This seminar was developed for people who are responsible for the design and conceptualisation of digital products for mobile devices. These are, for example, designers and design managers from all fields (user experience, visual design, product design). People with other professional backgrounds such as project and product managers, web and software developers may also benefit from the contents of this seminar.

Information

Duration: 3 days | 21 hours
Language: English
Price: On Campus: 1.640,00 € Early bird rate | 1.790,00 € Standard rat – Live Online: 1.540,00 € | 1.690,00 €
Only bookable as in-house seminar
Participants: Minimum 3 | Maximum 12
Web: https://xd-i.com/en/seminar/certified-mobile-ux-ui-design-specialist-2/

Continuing Education

Guided E-Learning
Open

Certified User Experience Designer

User Experience Design for Web, Mobile & Software

Guided E-Learning

Brief description

The profession of user experience designer has become increasingly differentiated over the past two decades and highly competitive in the market. Durig this course we will teach you to be able to understand target groups, develop a product strategy, define requirements and formulate them in user stories, develop information architecture, navigation and user flows, implement and test interaction designs as prototypes and visually adaptable screen designs.

Contents

User Experience & Usability Basics
From how the human brain works to digital ecosystems to definitions, disciplines, phases and methods.

Research, Analyse & Testing
Get to know your users with personas, customer journeys and user scenarios. Analyse and test the products.

Strategy, Requirements & Planning
Develop product strategy, define requirements and plan implementation in an agile manner.

Content, Structures & Processes
Develop information architecture, determine navigation structure and technology and define user flows.

Information & Interaction Design
Interaction design with sketches, wireframes and interactive prototypes.

User Interface Design & Visual Design
From the definition of a visual style guide to the design of individual screens to animations, transitions and fadings.

Target group

This course is recommender for people who wants to expand their knowledge on the fiel of User Experience Design.Designer and Design Manager, Project and Product Manager, Web and Software Developer, Speaker and Editor, Copywriter and Concept Developer, Marketing and Content Manager, Media and Information Officer, Information and Interaction Manager, Social Media Consultant and Manager, Usability Engineer, Scrum Master and Product Owner.

Information

Duration: 3+ months | 500 hours
Language: English
Format: Guided E-Learnings
Price: with Bildungsgutschein 100% fundable | Self-payer: 6.240,00 €
Participants: Minimum 1 | Maximum 8
Web: https://xd-i.com/en/seminar/certified-user-experience-designer

User Research, Product and Market Analysis

User Experience Design &
User Research

XDi

Brief description

In this course, you will develop the ability to better understand your target demographics through user research, develop empathy for your users, and integrate this knowledge into the entire product development process. This will enable you to develop innovative solutions that satisfy users and ensure enjoyment and customer loyalty.

Contents

User Experience Basics
You will develop a comprehensive understanding of the concepts, techniques and methods in the iterative UX design process and discover the value of User Research for product success using practical case studies.

Market analysis and product strategy
You will receive an overview of market analysis methods and reporting techniques for developing competitive product strategies.

Generative research
You will learn the basics of generative research and methods for data collection and synthesis.

Evaluative research
You will receive an introduction to evaluative research methods, an essential component for evaluating the usability of a product. You will learn about qualitative and quantitative data collection methods, user tests, and web analytics.

Target group

This course is recommender for people who wants to expand their knowledge on the fiel of User Experience Design.Designer and Design Manager, Project and Product Manager, Web and Software Developer, Speaker and Editor, Copywriter and Concept Developer, Marketing and Content Manager, Media and Information Officer, Information and Interaction Manager, Social Media Consultant and Manager, Usability Engineer, Scrum Master and Product Owner.

Information

Duration: 4+ weeks | 160 hours
Language: English
Format: Guided E-Learnings
Price: with Bildungsgutschein 100% fundable | Self-payer: 2.240,00 €
Participants: Minimum 1 | Maximum 8
Web: https://xd-i.com/en/seminar/user-research-produkt-marktanalyse/

Information Architecture, Information Design & Interaction Design

Design & Information Management

XDi

Brief description

In the course, you will become familiar with industry-standard tools and best practices and use them in a targeted manner. You will build a compelling, professional portfolio that demonstrates your mastery of information architecture and interaction design principles.

Contents

User Experience Basics
You will develop a comprehensive understanding of the concepts, techniques and methods in the iterative UX design process and discover the value of User Research for product success using practical case studies.

Responsive Design
You will develop expertise in the creation and testing of responsive, cross-device digital experiences. You will understand mobile-first principles. You will master techniques for designing adaptive layouts, flexible grids, and fluid typography.

Information Architecture
You will master information architecture strategies for the logical structuring of content and websites/apps, and learn techniques and best practices for creating intuitive navigation systems and sitemaps.

Intuitive Interaction Design
You will practice sketching, wireframing and prototyping to iterate on design concepts. In addition, you will learn common UI design patterns and conventions for common interface elements.

Target group

This course is recommender for people who wants to expand their knowledge on the fiel of User Experience Design.Designer and Design Manager, Project and Product Manager, Web and Software Developer, Speaker and Editor, Copywriter and Concept Developer, Marketing and Content Manager, Media and Information Officer, Information and Interaction Manager, Social Media Consultant and Manager, Usability Engineer, Scrum Master and Product Owner.

Information

Duration: 4+ weeks | 160 hours
Language: English
Format: Guided E-Learnings
Price: with Bildungsgutschein 100% fundable | Self-payer: 2.240,00 €
Participants: Minimum 1 | Maximum 8
Web:https://xd-i.com/en/seminar/informationsdesign-interaktionsdesign-informationsarchitektur/

User Interface Design & Visual Design

Design of user interfaces

XDi

Brief description

In this comprehensive course on User Interface Design & Visual Design , you will undertake a thorough exploration of both the fundamentals and advanced methodologies for creating exceptional digital experiences. In the course, you will cover a variety of topics, such as basic UX concepts, UX design processes and systems, the basics of UI design , and the construction of unique visual identities.

Contents

User Experience Basics
You will develop a comprehensive understanding of the concepts, techniques and methods in the iterative UX design process and discover the value of User Research for product success using practical case studies.

Introduction to Design Systems
You will gain an overview of the concept of a design system and gain practical experience using design systems to develop consistent and scalable design frameworks.

Basics of UI Design
You will learn the basic concepts of User Interface (UI) design. You will gain insight into the design of visually appealing and functional digital interfaces through layouts, typography and visual aesthetics.

Fundamentals of Visual Identity
You will discover the basics of visual identity and branding. You will understand how design elements convey brand personality. Through hands-on exercises, you will be able to create coherent visual identities.

Target group

This course is recommender for people who wants to expand their knowledge on the fiel of User Experience Design.Designer and Design Manager, Project and Product Manager, Web and Software Developer, Speaker and Editor, Copywriter and Concept Developer, Marketing and Content Manager, Media and Information Officer, Information and Interaction Manager, Social Media Consultant and Manager, Usability Engineer, Scrum Master and Product Owner.

Information

Duration: 4+ weeks | 160 hours
Language: English
Format: Guided E-Learnings
Price: with Bildungsgutschein 100% fundable | Self-payer: 2.240,00 €
Participants: Minimum 1 | Maximum 8
Web:https://xd-i.com/en/seminar/user-interface-design-visual-design/

Certified Project & Product Manager

Agile Product Management and Project Management for the Digital World

Brief description

Digitalisation is changing all of our lives and it is changing the way products, services and business models are developed. Companies are confronted with constantly evolving technologies, ever-changing customer needs and disruptively changing market conditions. In this training you will learn suitable methods and tools to develop new products, services and business models and to bring innovations successfully to the market.

Contents

Product & Project Management Basics
From new roles and responsibilities in product management, to new project management methods.

Business Model & Financials
Create business models with Business Model Canvas and Kano Model and develop value proposition design.

Product Life Cycle Management & Stakeholder Communication
Plan and manage products and projects with leadership and stakeholder management.

Scrum, Kanban, Lean Startup & OKRs
Develop, test and successfully launch customer-centric products through agile product development in short iteration cycles.

Requirement engineering and agile effort estimation
From Product Vision, to Story Maps and User Stories, as well as agile estimation.

Product Strategy & Product Roadmap
Develop a product strategy and a product roadmap with metrics, key performance indicators and KPIs based on corporate goals and product vision.

User, Product and Market Analyses
Analyse users, products and markets and identify key criteria (including key features) for competitive offers.

Design Thinking & User Experience Design
Develop ideas and prototype products with Design Thinking and UX Design.

Target group

This seminar was developed for people who are responsible for agile product and project management who want to keen their knowledge through solid practical projects. These are, for example, project manager, software developers, product designers, designers and design managers from all fields. People with other professional backgrounds such as project and product managers, web and software developers may also benefit from the contents of this seminar.

Information

Duration: 3+ months | 450 hours
Language: English
Format: Guided E-Learnings
Price: with Bildungsgutschein 100% fundable | Self-payer: 6.776,00 €
Participants: Minimum 1 | Maximum 8
Web: https://xd-i.com/en/seminar/certified-product-project-manager/

Certified Digital Marketing Manager

Design, plan and implement digital marketing strategies

Brief description

A marketing manager of today's caliber is able to transmit on all frequencies and has his ear to all wires. In this online training course, which lasts several months, you will learn how to play the keyboard of digital marketin You will be familiarized with all essential methodologies of digital marketing. You will understand what digital transformation means in marketing and what it means to develop innovative strategies in times of disruptive markets and business models.

Contents

Digital Marketing Basics
Digital marketing strategy, digital innovations and online marketing channels and methods.

Content Marketing & SEO
Content marketing and content strategy, content production, content planning and publishing, media ethics.

Brand Communication, Branding & PR
Branding, corporate design, communication strategies as well as reputation management.

Search Engine Marketing (SEM) via Paid Search (SEA)
SEM, SEA, Google Adwords campaigns and conversion optimized landing pages.

Social Media Marketing & Advertising
Social media marketing, social media communication, social media advertising in relevant social media channels.

E-Mail & Mobile Marketing
Email marketing and newsletter marketing, mobile marketing and affiliate marketing / referral marketing.

Target group

This seminar was developed for people who want to be in the field of marketing, advertising and PR, social media, communication and content management, copywriting, journalism and editing, as well as media, design and websites and apps. These are, for example, designers and marketing specialist. People with other professional backgrounds such as project and product managers, web and software developers may also benefit from the contents of this seminar.

Information

Duration: 3+ months | 450 hours
Language: English
Format: Guided E-Learnings
Price: with Bildungsgutschein 100% fundable | Self-payer: 6.270,00 €
Participants: Minimum 1 | Maximum 8
Web: https://xd-i.com/en/seminar/certified-digital-marketing-manager/

Certified Data Analyst

Data analytics, databases, data storytelling and visualization in practice

Guided E-Learning

Brief description

In the Certified Data Analyst course, you can expect a transformative learning experience that equips you with a comprehensive skill set in data analysis. The program covers foundational concepts, hands-on application of industry-standard tools like MySQL and SQL, proficiency in data manipulation using Excel and Python, and the creation of impactful visualizations with Power BI.

Contents

Welcome to the World of Data Analysis and Data Analytics
Dive into the fascinating world of data analysis and analytics, setting the stage for your journey.

Basic Statistics for Data Analysis
Acquire a solid foundation in statistics, a key element in extracting insights from data.

Dashboarding and Reporting with Power BI
Harness the capabilities of Power BI for creating impactful dashboards and reports

Databases and Database Management Systems: MySQL and SQL
Master MySQL and SQL, essential tools for handling and managing vast datasets.

Data Analysis with Python: From Zero to Pandas
Learn Python for data analysis and delve into the powerful Pandas library.

Exploratory Data Analysis, Data Storytelling and Visualization: 10 Hands-on Use Cases
Apply your skills to real-world use cases, mastering the art of data storytelling and visualization

From Zero to Hero with MS Excel
Develop proficiency in MS Excel, a fundamental skill for efficient data manipulation

Target group

This seminar was developed for people who want to be in the field of marketing, advertising and PR, social media, communication and content management, copywriting, journalism and editing, as well as media, design and websites and apps. These are, for example, designers and marketing specialist. People with other professional backgrounds such as project and product managers, web and software developers may also benefit from the contents of this seminar.

Information

Duration: 3+ months | 450 hours
Language: English
Format: Guided E-Learnings
Price: with Bildungsgutschein 100% fundable | Self-payer: 7.248,00 €
Participants: Minimum 1 | Maximum 8
Web: https://xd-i.com/en/seminar/certified-data-analyst/

Certified Business Intelligence Analyst

Relational database management system, MySQL, SQL, visualizations, reports, dashboards, Power BI and Tableau.

XDi

Guided E-Learning

Brief description

The Certified Business Intelligence Analyst course with focus on SQL and Microsoft Power BI offers comprehensive training to become a skilled Business Intelligence (BI) professional. You'll master SQL for advanced data analysis, explore database management systems, and gain hands-on experience with Microsoft Power BI.

Contents

Let's talk about Business Intelligence (BI)
Explore core BI concepts, its role in data-driven decisions, organizational value, and key success principles..

Databases and database Management systems: MySQL and SQL
Learn database fundamentals, focusing on MySQL and SQL, including structures, querying, and efficient data management for BI.

Advanced SQL for Business Intelligence and Data Analysis
Master advanced SQL: complex queries, aggregations, data manipulation, and BI-driven analysis of large datasets.

Microsoft Power BI for Business Intelligence – basics
Get hands-on with Power BI: import, transform and visualize data, and create insightful reports and dashboards.

Advanced topics in Power BI
Advance in Power BI with data modeling, DAX formulas, and optimized data workflows for complex analysis.

Power BI - Best practice examples and use cases
Solidify your skills and gain hands-on Power BI experience with real cases, preparing you for the PL-300 exam.

Dashboarding and reporting with Tableau
Create interactive dashboards and reports in Tableau, enhancing data visualization and storytelling alongside Power BI.

Capstone project
Apply your skills in a comprehensive capstone project, creating a database schema, analyzing data and creating reports with SQL & Power BI.

Target group

The training is aimed at specialists, job seekers, career changers and career starters who want to continue their education in the field of Power BI while working, deepen their knowledge and improve their career opportunities.

Information

Duration: 3+ months | 450 hours
Language: English
Format: Guided E-Learnings
Price: with Bildungsgutschein 100% fundable | Self-payer: 7.980,00 €
Participants: Minimum 1 | Maximum 8
Web: https://xd-i.com/en/seminar/certified-business-intelligence-analyst/

Services

XDi360° | Coaching | Consultation

Services

We offer training, coaching and consulting

We have developed a comprehensive service portfolio to offer you the best support in the continuous development of your employees. We train your employees in in-house company training courses specially tailored to your needs, coach you in the practical implementation and application of the acquired knowledge in everyday business life and advise you on the way to digital transformation.

XDi'360°

All in one - training, coaching and consulting.

To ensure the continuous development of your employees, we accompany you to our training courses with coaching measures and provide you with advice. In on-site training courses, we impart demand-oriented knowledge in a compact and pragmatic form.

With coaching, we accompany you in the application of the learned methods and techniques in your daily work. We support both with consulting services around the transfer into your company and the corresponding teams. In this way, we can guarantee a sustained increase in incompetence and the long-term development of practical and pragmatically applicable knowledge.

XDi'Coaching

Modern teaching and educational concepts

We rely on modern educational and teaching concepts based on the latest research insights.

We coach individuals and teams on experience design topics and accompany them over a longer period of time. Our coaches ensure that newly acquired methods and techniques are applied in practice and are further deepened in concrete projects.

We help you to use different methods and guide you to apply them optimally. We support you personally or as a team. We moderate co-creative work processes and encourage you to develop new ideas in a team and to develop them collaboratively. We support managers in leading teams creatively.

XDi'Consulting

On the way to digital transformation

We advise executives and companies on their way to digital transformation. We help you to become more flexible, agile and competitive. We prepare companies for the transformation of a networked, global world and support them in building new working environments, using digital tools and setting up their teams.
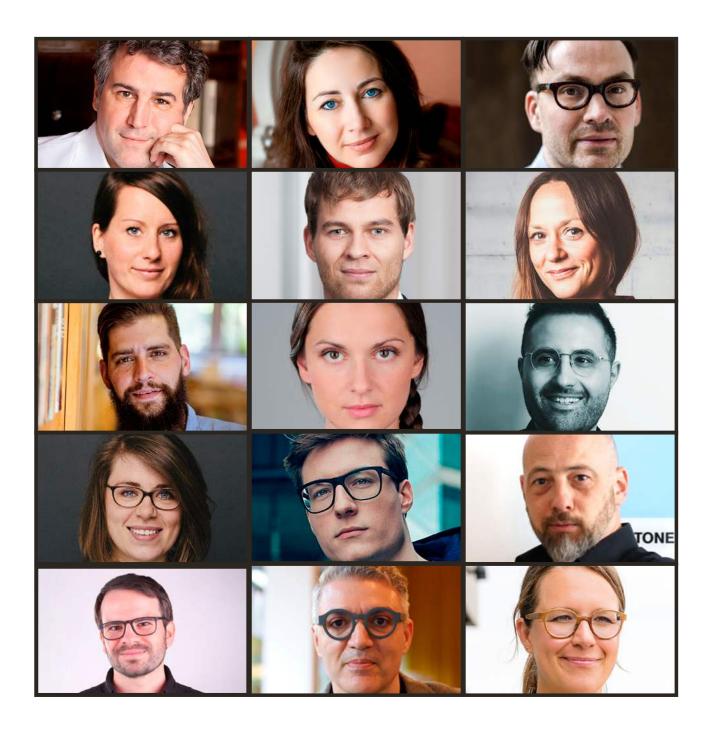
We convey customer-oriented thinking, help you with the user-centered development of products and services and advise you on the strategic use of new technologies. We advise you on the use of new sales and communication channels and adapt your content to the characteristics of different marketing channels. We are at your side on the way to a service-oriented and design-centered organization.

Institute

Trainer | Testimonials | References

Trainers

References

adidas GROUP	accenture	amazon	Allianz	arvato BERTELSMANN
Audi	BMW	BOSS HUGO BOSS	CARGLASS	CHECK24
CHEFKOCH.DE	COMMERZBANK	Continental	congstar	DAIMLER
Douglas	DB BAHN	T··	Deutsche Post	EnBW
ERGO	(EU flag)	Frankfurter Allgemeine ZEITUNG FÜR DEUTSCHLAND	FRESENIUS MEDICAL CARE	Heise Medien
HORNBACH Holding	ING	IMMOBILIEN SCOUT 24	KUEHNE+NAGEL	myposter
G+J	OTTO	PORSCHE	ProSiebenSat.1 Media SE	RheinEnergie
VORWERK	VR-NetWorld GmbH	WELEDA	VOLKSWAGEN FINANCIAL SERVICES THE KEY TO MOBILITY	WE WÜRTH ELEKTRONIK

Testimonials

„Customer-focused work, isn't that what we do? How far one's own thoughts and actions are partly removed from it becomes clear in this seminar. The focus is not on the solution but on the customer's needs. What would our persona do? What are the top tasks? UX360°, very refreshing and highly recommended!.

Silke Thomas, Deutsche Bank AG

„Many thanks to Mr. Schmitt for the inspiring seminar „UX & Usability Specialist". In these 3 days I took along many methods and application examples around the conception and development of digital applications".

Evelyn Kühn, Proximity Technology GmbH | BBDO Network

„Brilliant coaches. They always adapted the course to our needs and prepared the material very well. The best course I have ever taken so far. Thank you."

Sebastian Brix, e-Spirit AG

„The 3 days were very interesting and instructive. Despite much theory not boring! Great praise! My expectations were fulfilled."

Bianca Dreja, K-Mail Order GmbH & Co. KG

„The seminar explains the connections between the different research and prototyping methods very clearly. All important methods are explained and supported by many exercises. The cheerful trainer created a good atmosphere."

Andreas Lemburg, Sycor Group

„Babak manages to break open the complex topic „Content Strategy" and serve it in slices. His methodology offers an exciting three day deep dive into the topic. Interactive cases and exercises make the lively exchange varied. On the whole: personal, professional and incredibly good."

Nicolas Hunloh, Airport Düsseldorf

„Dinko has arranged the seminar very agreeably and informatively. We got to know many appropriate tools and methods in a very enjoyable atmosphere and were able to benefit significantly from our coach's practical experience."

Franziska Hamann, Communication Designer M.A.

„Super friendly trainer, great explained, absolutely entertaining. Could go on for a few more days :)"

Franziska Keenan, Lingner Marketing GmbH

„The seminar „Certified Agile Content Strategist" showed me once again all components of the CS in a framework ordered and consolidated represented and on the other hand that AGILE is not only reserved for the IT. Babak Zand as a seminar leader reacted very well and flexibly to the needs of the participants. Recommendable."

Kami Sorusch, Sapient

„Excitingly prepared, well-founded and very comprehensible on the basis of practical examples. Stefan's many years of experience offered me great added value, especially in the practical tasks and exercises. Not only for beginners."

Christian Franke, TakeAway.com

„For UX beginners like me, the seminar is very educational and useful. Not only have I acquired new knowledge, methods, and programs, but I have also gained new insights that will benefit my employer."

Irina Pavlovets , Dolzer Maßkonfektionäre GmbH

„Great trainers and hands-on experience! I can only advise it!"

Juan Blanco Acebes, SIEMENS

Services

+ Internationally recognized certificates

+ High-quality training documents in digital form

+ Extensive presentation as PDF

+ Numerous templates for daily work

+ Lots of best practices and online resources

+ Links, Literature & Tooltips

+ Photo- and Video-Documentation

+ Individual and group exercises with presentation

+ Exchange and discussion with other participants

+ Alumni group for further exchange

+ Special places in a creative ambience

+ Lunch, hot & cold drinks, fruit and snacks

Benefits

+ First-class trainers with distinctive practical knowledge and many years of experience in an international context

+ Didactically prepared and creatively implemented learning content

+ Practical application of theoretically sound knowledge

+ Latest results of brain research applied

+ Based on neuroscientifically founded principles

+ Integrated coaching and mental training methods

+ Personal, informal contact with trainers and participants

+ Sponsored in many federal states and recognised as Bildungsurlaub (educational leave)