** Skills transfer accomplished FA2014 MKTG 555**

* Ability to write basic and advanced T-SQL Select queries focusing on filtering, grouping, sorting, and pivoting
* Capable of envisioning, designing and creating key performance indicators using T-SQL
* Capable of creating T-SQL views and parameterized stored procedures used to speed up the
* Capable of calling SSMS stored procedures and views in Excel and SQL Server Reporting Services (SSRS)
* Advanced design experience using SSRS- to build interactive, drill down and roll-up multi-level reports that include graphs, sparklines, maps, gauges and indicants
* Ability to envision, design and implement KPI's is SSRS and Excel
* Ability to create Management dashboards in tableau and SSRS that utilize data-driven indicants of KPI's
* Ability to design an SSRS reporting eco-sphere - from high level dashboards to filtered, graph-based analysis to cross-tab and other drill-down content
* Ability to create relational data model mash-ups using the tabular data model approach built-in Excel 2013's PowerPivot Ability to add basic DAX formulas in PowerPivot data models
* Ability to use Pivot tables and charts with slicers and timelines that interact with the tabular data models created
* Ability to perform data exploration and analysis with Tableau
* Ability to run, interpret and make decisions based on regression models and scatterplots (in Excel)
* Ability to read, write-up and present use-cases of BI/BA implementation
* Strong practice as functioning BI analyst: Ability to understand a business problem (i.e. analyze regional sales patterns, effectiveness of a marketing campaign,
production, market penetration, supply chain performance, product line expansion/contraction), analyze a provided dataset to recommend a tactical course of action to business managers (5 projects)