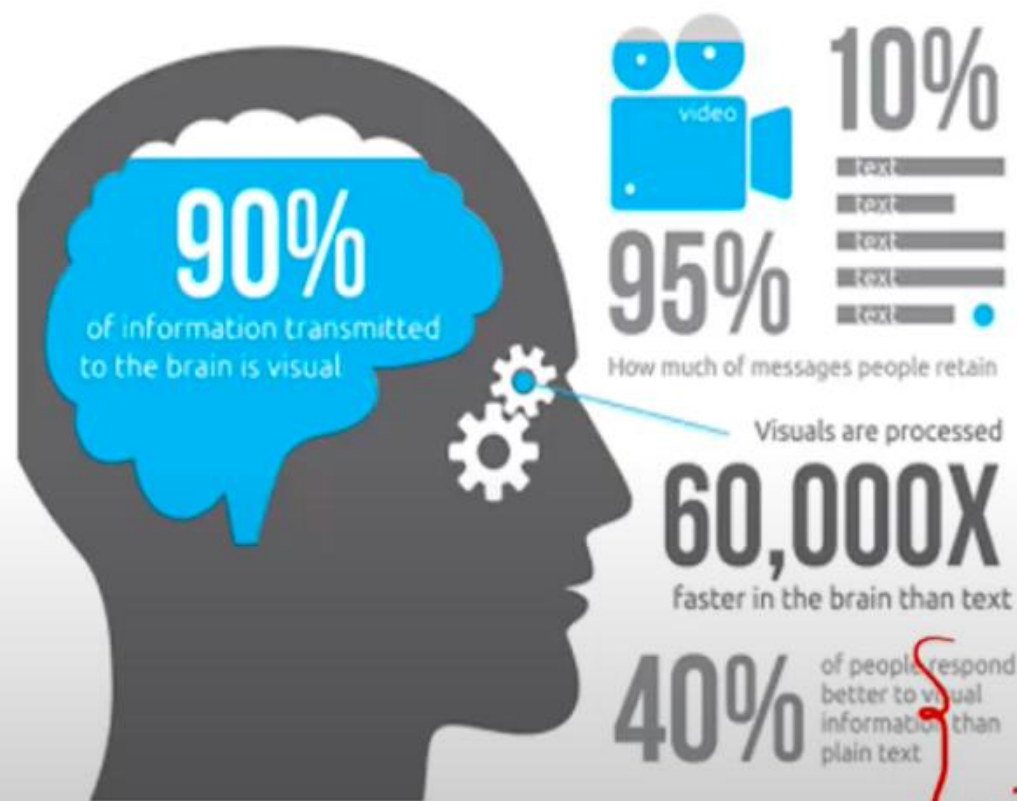# Agenda

- Importance of Visualization
- What is Power BI?
- Why Power BI?
- Top 5 reason to go for Power BI
- How Power BI works?
- Installation

# Visualization Analogy ~~x42~~
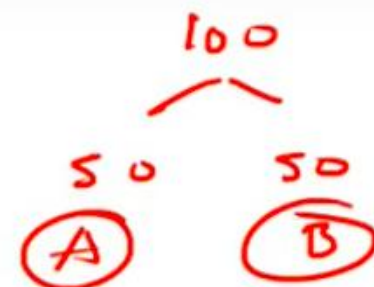
100
50 (A) 50 (B)

90% of information transmitted to the brain is visual

10%

95%
How much of messages people retain

Visuals are processed

60,000X faster in the brain than text

40% of people respond better to visual information than plain text

PURE TEXT

BLAH BLAH

BLAH

BLAH BLAH BLAH

BLAH

VS

VISUAL

STORTELLING

task
_____

doc / novel

3hrs / = 120 pages

movie

KSB CONSULTING SERVICES

# Visualization Analogy

| YEAR | CARS_FOR_SALE |
|------|---------------|
| 2011 | 19 |
| 2012 | 23 |
| 2013 | 33 |
| 2014 | 38 |
| 2015 | 61 |
| 2016 | 50 |
| 2017 | 35 |

# Visualization Analogy

| Month | Sales (in $) | Revenue (in $) |
|-------|------|------|
| Jan | 1400 | 280 |
| Feb | 1600 | 480 |
| Mar | 1800 | 450 |
| Apr | 1000 | 300 |
| May | 900 | 180 |
| June | 1050 | 262.5 |
| July | 1100 | 220 |
| Aug | 1450 | 362.5 |
| Sept | 1100 | 220 |
| Oct | 900 | 270 |
| Nov | 1000 | 250 |
| Dec | 750 | 150 |

# Visualization Analogy

| STORES | PRODUCTS | SALES |
|--------|----------|-------|
| STORE 1 | IPHONE | ₹ 70,000 |
| STORE 1 | SAMSUNG | ₹ 45,000 |
| STORE 2 | SAMSUNG | ₹ 50,000 |
| STORE 3 | IPHONE | ₹ 75,000 |
| STORE 2 | IPHONE | ₹ 85,000 |
| STORE 2 | SAMSUNG | ₹ 45,000 |
| STORE 1 | ONE PLUS | ₹ 5,000 |
| STORE 3 | VIVO | ₹ 12,000 |
| STORE 3 | SAMSUNG | ₹ 50,000 |
| STORE 1 | VIVO | ₹ 15,000 |
| STORE 3 | SAMSUNG | ₹ 45,000 |
| STORE 2 | ONE PLUS | ₹ 50,000 |
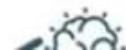
**Business Problem 1**

# Let's Take an Example of House Seller

Suppose a owner needs to sell his house

**(Net worth of 60 lakhs)**

He sends advertisements (to reach everyone)

Gets in touch with any telecom vendor to send text messages
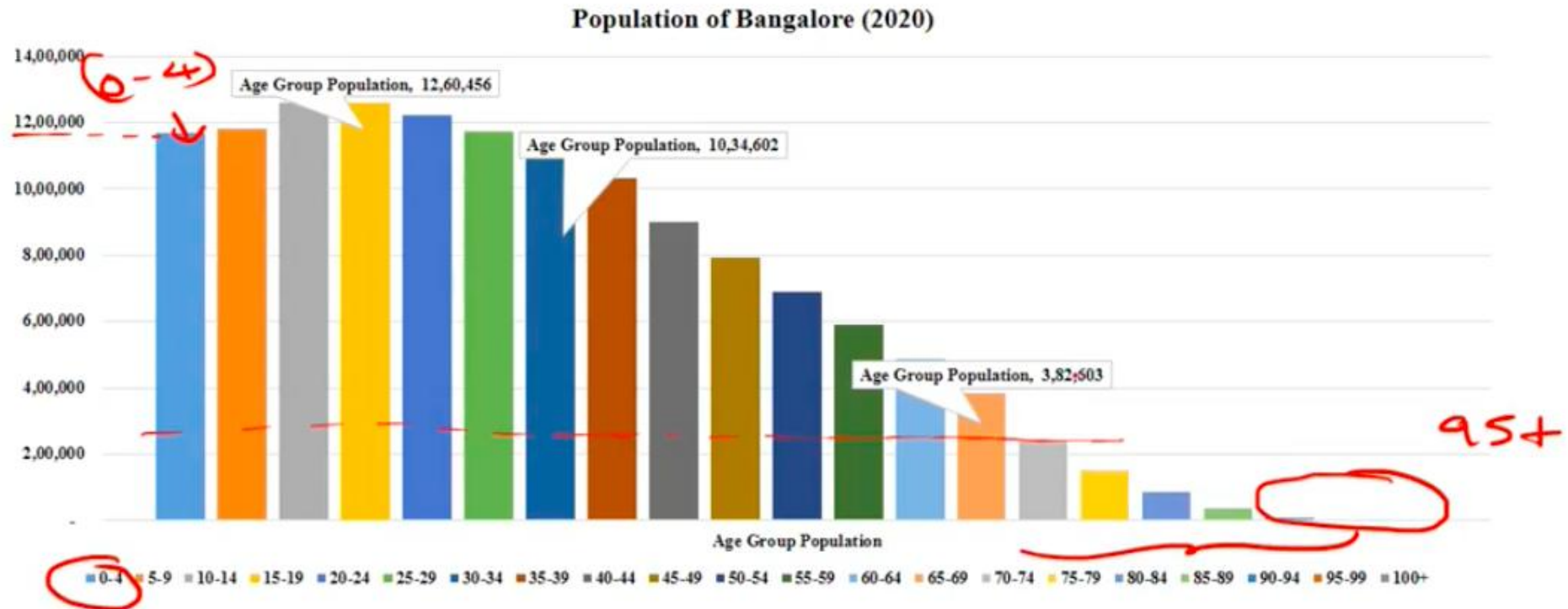
**Total population in Bangalore– 1.3 C**
**Mobile Users – 1 C**
**Message Cost – 0.25Re**
**1 C people * 0.25Re → 25Lakhs**

# Business Problem 1 Solution



Population of Bangalore (2020)

My solution –
My Assumptions 30 - 40 Age Group (20 Lakhs)
Male 52%
10 Lakhs
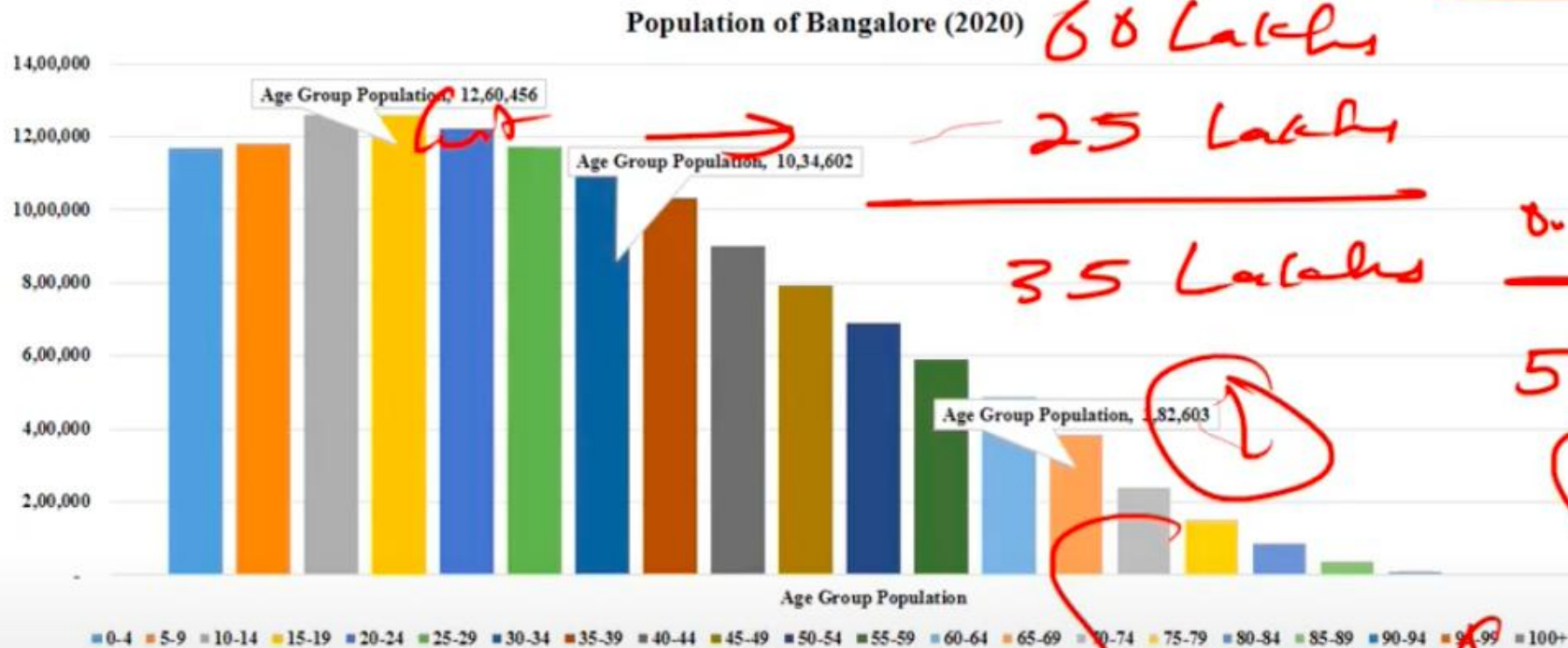Married Men (Higher chance of buying house) 4 Lakh
4 Lakh * Message Cost (0.25Re) -> Rs 1 Lakh

**Business Problem 1 Solution**



Population of Bangalore (2020)

My solution –
My Assumptions 30 - 40 Age Group (20 Lakhs)
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Married Men (Higher chance of buying house) 4 Lakh
4 Lakh * Message Cost (0.25Re)  -> Rs 1 Lakh
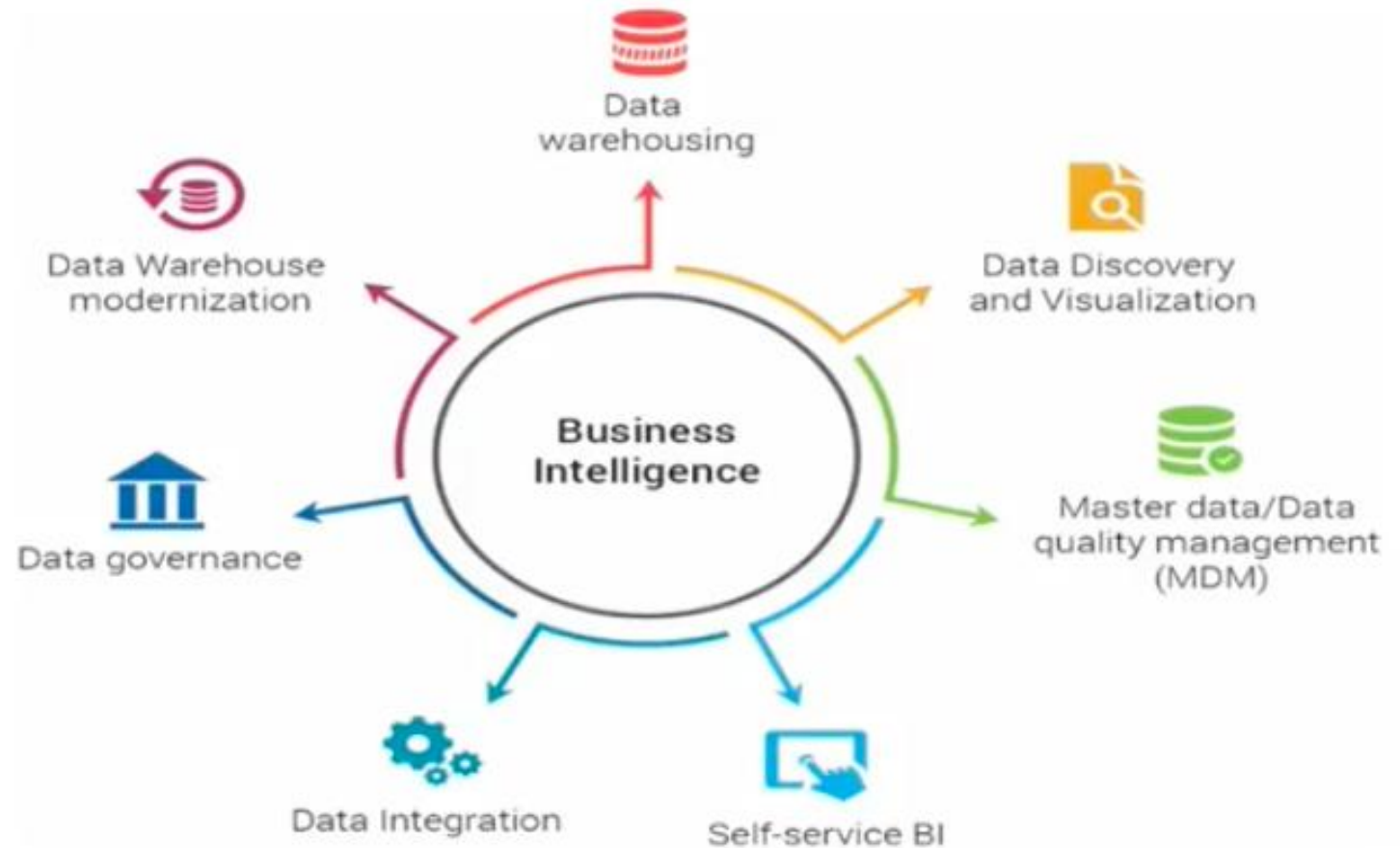
# Business Intelligence



Business intelligence (BI) combines business analytics, data mining, data visualization, data tools and infrastructure, and best practices to help organizations to make more data-driven decisions
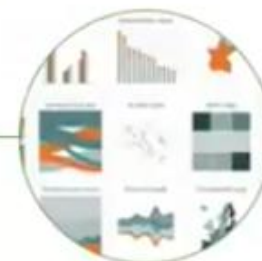
# What is Power BI?



Business Intelligence Tool

Analyze Data

Clean Data

Visualization

CONSULTING

# History of Power BI

- July 24, 2015
- Microsoft Product
- Popular Companies using Power BI
    - Adobe,
    - Dell,
    - HP,
    - Honeywell,
    - Edwards

# BI tools available in markets

# 2020 Gartner Magic Quadrant for BI and Analytics



Figure 1. Magic Quadrant for Analytics and Business Intelligence Platforms

Source: Gartner (February 2020)

# Why Power BI?

Why you should go for POWER BI?

What are reasons for jumping to Power BI?

Why not other business intelligence tool?

# 5 Top Reasons why you should go for Power BI?

- Search Volume in Google
- Maximum Features
    - 1200 functions
    - 280 visuals
- Costing - Cheapest among other tools
- Data Connectivity
    - Have capability of importing data from 100 different sources (SQL Web, Hadoop, Excel etc.)
- Recognized by Gartner
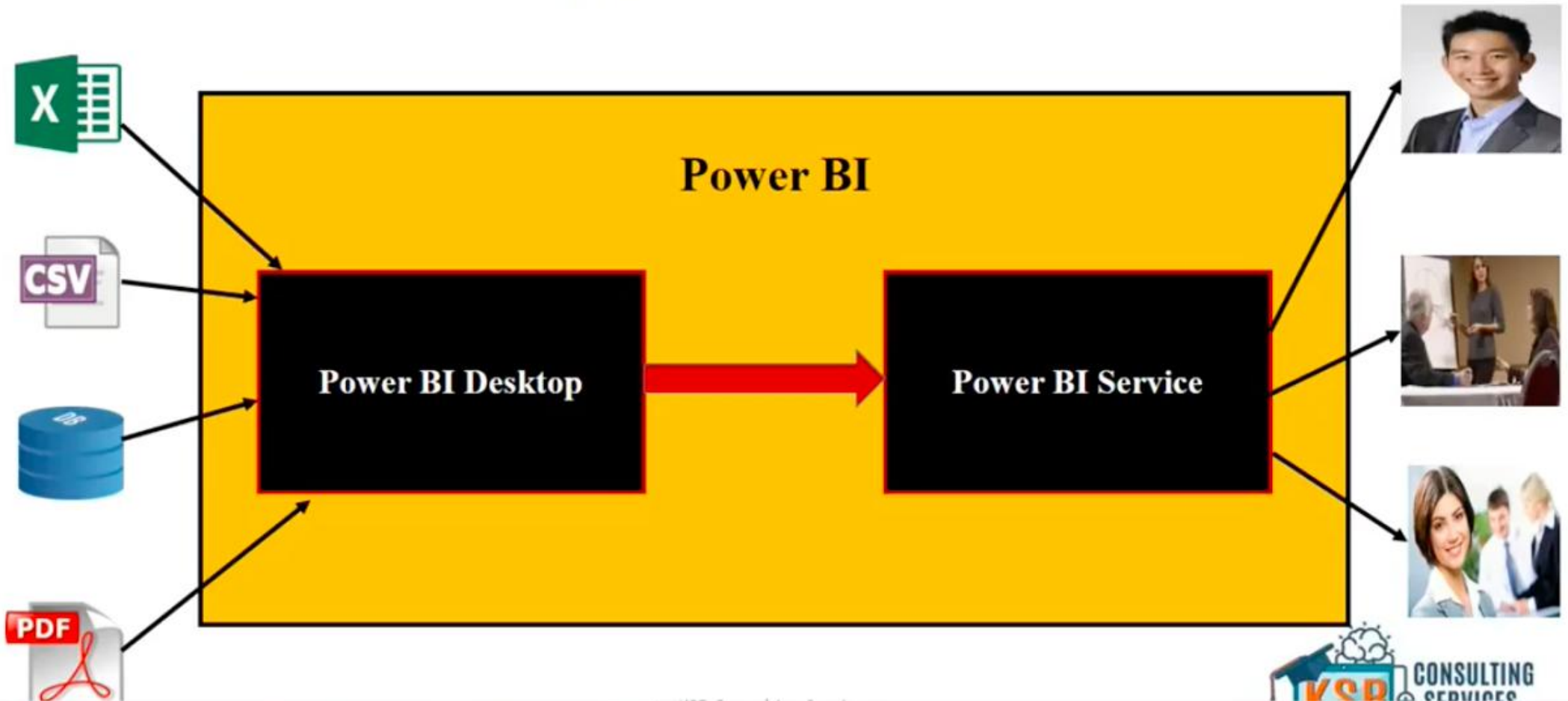
# Comparison between Tableau vs. Power BI

| Tableau | Power BI |
|---|---|
| • 24 Default Charts | • 30+ Default Charts |
| • lengthy + write code for more charts | • 250+ charts from Marketplace |
| • 77+ Data Sources | • 99+ Data Sources |
| • No Inbuilt ETL Tool | • Inbuilt ETL Tool (Power Query) |
| • 180+ Functions | • 1200+ Functions |
| • Unlimited Storage | • 100TB Storage |
| • 70 USD | • 10 USD |

# How Power BI Works?

# Dashboards / Reports can be accessed through smart phones, Tablets