Practical Implementation of Business Intelligence

Why Data Is Important

“ If You Torture the Data Long Enough ,

It will Confess to Anything “

Data Is The New Oil

Facebook , E-Commerce Business

Three Key Roles

Data Scientist

uses statistics and machine learning to make predictions and answer key business questions

Skills - Math, Programming, Statistics

Tech - SQL, Python, R, Cloud

Data Engineer

build and optimize the systems that allow data scientists and analysts to perform their work

Skills - Programming, BigData & Cloud

Tech - SQL, Python, Cloud, Distributed Computing

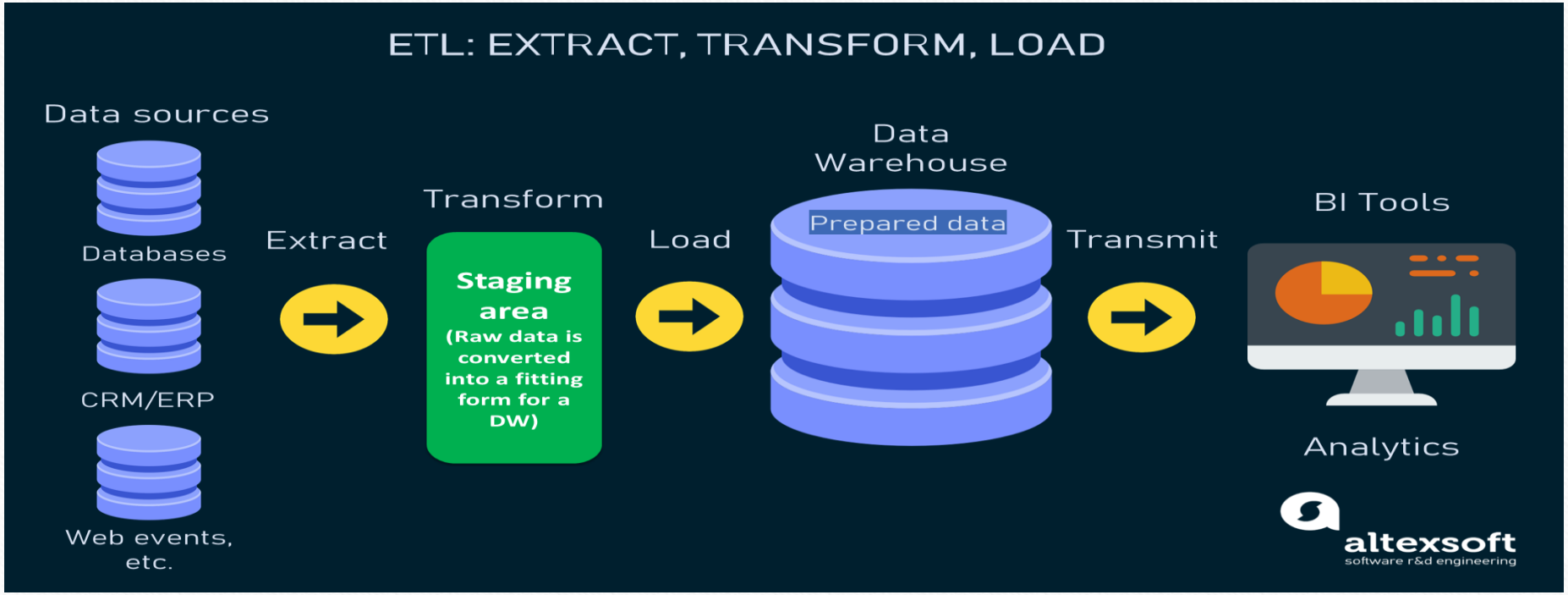
Data Analyst

deliver value by taking data, communicating the results to help make business decisions

Skills - Communication, Business Knowledge

Tech - SQL, Excel, Tableau

ETL Data Pipeline



Market Leading BI Tools

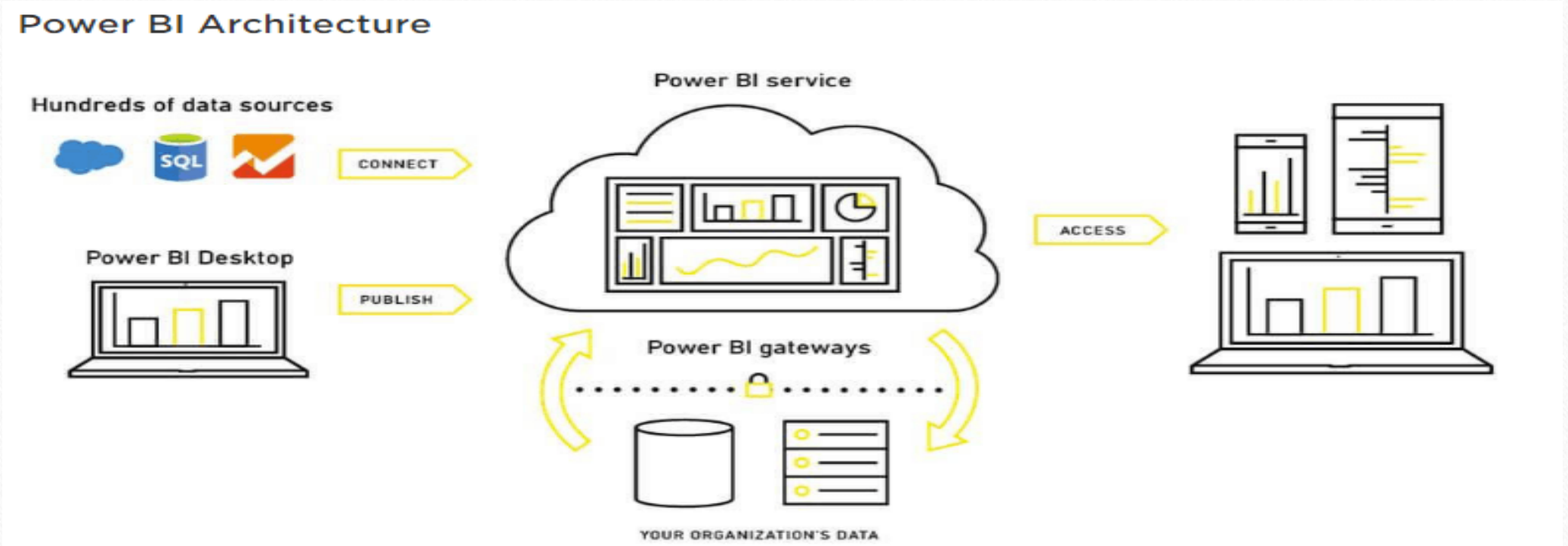
- Gartner's Magic Quadra

  The Gartner's Magic Quadrant data in Feb 2021 showed Microsoft (Power BI) being the leader. This indicates that **Microsoft Power BI & Tableau has achieved the fastest growth**, increasing functionality and customer base.

Why we Use Power BI

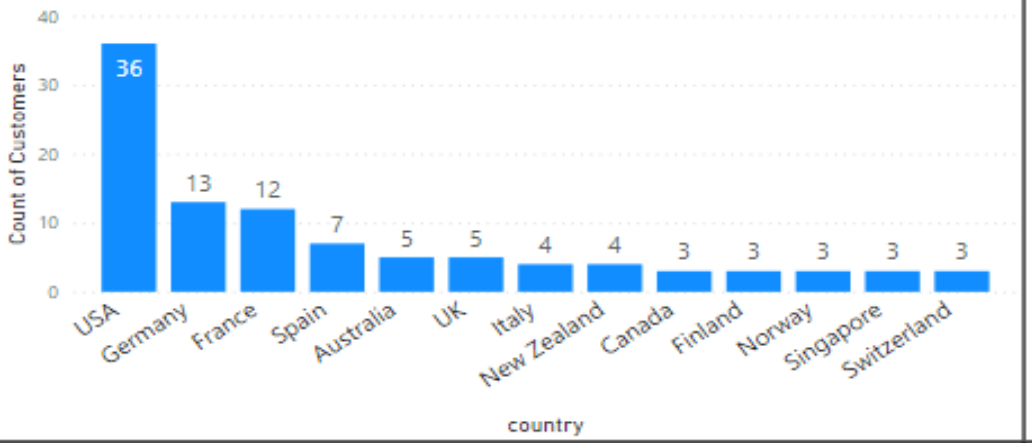
- Power BI is Cost Affordable.
- Support Python & R Scripts.
- Support 100+ Data Sources.
- Power Query for Data Analysis Steps.
- Automation by Power Gateway.

Overview

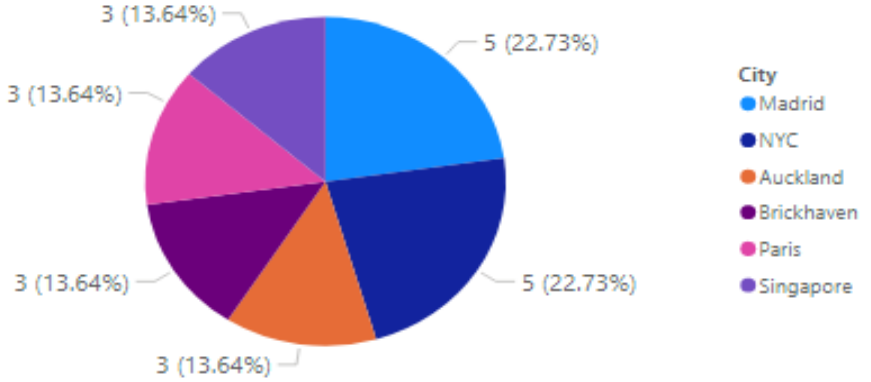

Power BI Architecture
Hundreds of data sources
SQL
CONNECT
Power BI Desktop
PUBLISH
Power BI service
Power BI gateways
YOUR ORGANIZATION'S DATA
ACCESS

Customers Sales Analysis

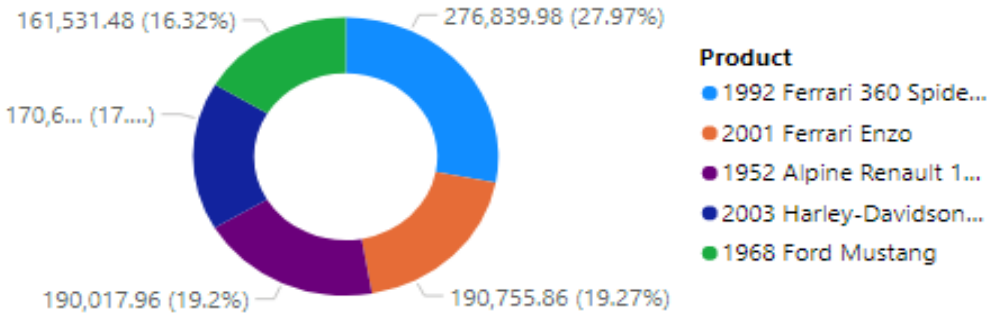
Count of Customers by country



Count of Customers by City



Sales by Product



Top CustomerName

- Anna's Decorations, Ltd
- Australian Collectors, Co.
- AV Stores, Co.
- Corporate Gift Ideas Co.
- Danish Wholesale Imports
- Down Under Souveniers, Inc
- Dragon Souveniers, Ltd.
- Euro+ Shopping Channel
- Kelly's Gift Shop