**Power BI Assignment 1**

1. **What do you mean by BI? Explain. How Power-BI helps in BI, and how does it help Analysts? Explain.**

Business Intelligence is a process of converting raw data into meaningful information.

It is a set of process, architecture, and technologies that drives profitable business actions.

It is a method of collecting, storing and analyzing data from business operations or activities to optimize performance. Microsoft Power BI is a suite of software that is designed to process data, carry out analysis and provide insights for quicker and easier decision-making. It provides advanced analytics with which you can gain crucial insights, transform data and resolve your business problems.

Below, we’ve listed a few reasons why Microsoft Power BI helps your business succeed.

1. Data Integration

## Easy Report Building

## Available Anywhere

## Past, Current, and Future, All Together At Once

## Improve Your Customer Experience

1. **Explain Descriptive analytics?**

It uses data mining and data aggregation to discover historical data. It’s easy to employ in daily operations. Little experience is needed. It offers a limited view, and doesn't go beyond the data’s surface.

1. **Explain Predictive analytics?**

It looks at historical data and analyzes past data trends to predict what could happen. It’s a valuable forecasting tool. It needs lots of historical data to work. It will never be 100% accurate.

1. **Explain perspective analytics?**

It takes the conclusions gleaned from descriptive and predictive analysis and recommends the best future course of action. It offers critical insights into making the best, most informed decisions. It requires a lot of past data and often cannot account for all possible variables.

1. **Write five real-life questions that Power Bi can solve.**

Sales Analysis

Email Marketing

Customer Profitability Reports

Financial Analysis Reports

Digital Marketing Reports