**Power BI Desktop**

Power BI Desktop is a free application you install on your local computer that lets you connect to, transform, and visualize your data. With Power BI Desktop, you can connect to multiple different sources of data, and combine them (often called modeling) into a data model. This data model lets you build visuals, and collections of visuals you can share as reports, with other people inside your organization.

**Power BI Pro**

Power BI Pro is the full version of Power BI, complete with the ability to use Power BI for both building dashboards and reports and unlimited viewing, sharing and consumption of your created reports (and reports shared by others) - the latter not possible with Power BI Desktop. The monthly price per user is $9.99. It’s self-service and modern BI in the cloud; collaboration, publishing, sharing and ad-hoc analysis and fully managed by Microsoft.

The differences against power BI Desktop:

* Ability to embed Power BI visuals into apps (PowerApps, SharePoint, Teams, etc.)
* Native integration with other Microsoft solutions (Azure Data Services)
* Share datasets, dashboards and reports with other Power BI Pro users
* Can create App Workspaces and peer-to-peer sharing

**Power BI Premium**

Power BI Premium differs from the free version and Power BI pro in its licensing model, which only suits a specific size and type of organization and business scenario. You can purchase Premium in a range of capacity sizes that offer different numbers of memory and virtual cores that can scale as your data analysis requirements change. Power BI Premium is the most expensive version of Power BI. With Power BI Premium, you are licensing capacity for your datasets, dashboards and reports, not just licensing all users of that content. In other words, you’re not buying individual licenses, you’re buying them in bulk to allow a large number of your users to use Power BI to view reports. All of your content is stored in Premium and can then be viewed by as many users in your organization as you want, without additional per-user costs. The monthly price per dedicated cloud compute and storage resource with annual subscription is $4,995. Advanced administration and deployment controls with dedicated cloud compute and storage resources.