

Microsoft Power BI

Assignment #1



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Introduction

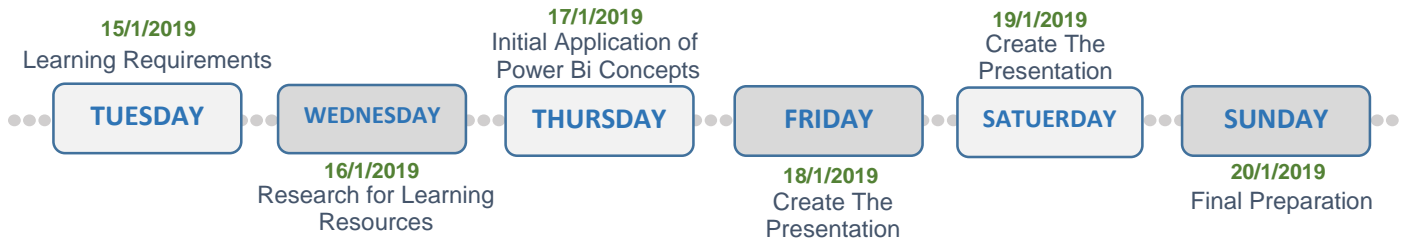
Microsoft Power BI is a collection of software services, apps, and connectors that work together to turn your unrelated sources of data into coherent, visually immersive, and interactive insights. what make it amazing is the fact that it's Fast turnarounds and low costs, attached to a major brand and its user friendly Even basic users will find it to have a short learning curve due to the familiar drag-and-drop functionality and it's provide multiple data sources through Power BI

Even though it is a great software it has some limitations such as, Power BI will not accept files larger than 250 MB, Lack of customizing options for charts/graphs. (Microsoft Power BI has around 16 different chart types) and Reports can be shared only with the Users who uses same domain. And our objectives of this assignment are:

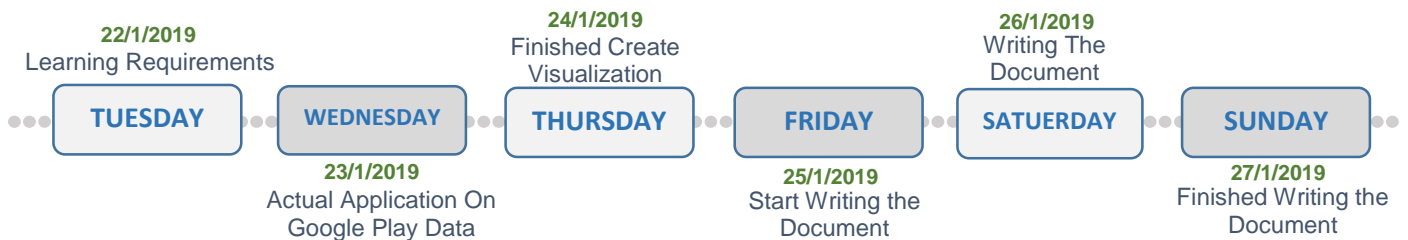
- learn new power bi features
- help google play in solving their problem
- learn how to overcome obstacles
- improve our presentation skills

Time line:

week 3 - MICROSOFT POWER BI – DEMO



week 4 - MICROSOFT POWER BI – Assignment



Problem:

Google play is using Direct email advertising of the app to their existing customers. And they are aiming to Predict the behaviour of future customers in terms of behavior similarity.

Solving the problem using power BI:

We will help google play by using Microsoft Power BI to Discover patterns in the Google Play Store bank data set to facilitate building profile models with regard to customer behaviour.

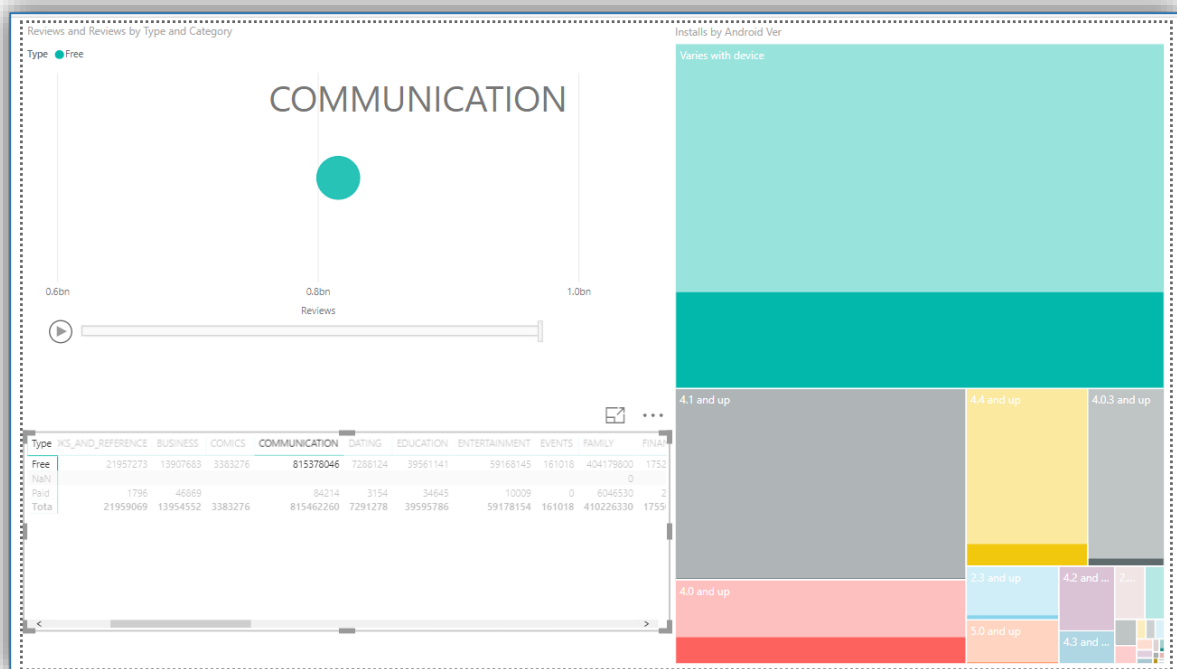


Figure1.

This three visuals present relationship between type, category, installs and Android ver.

Based on that free communication apps that varies with device has the most installs. with that on hand we advice google play to develop more communication apps that could be installed by any version.

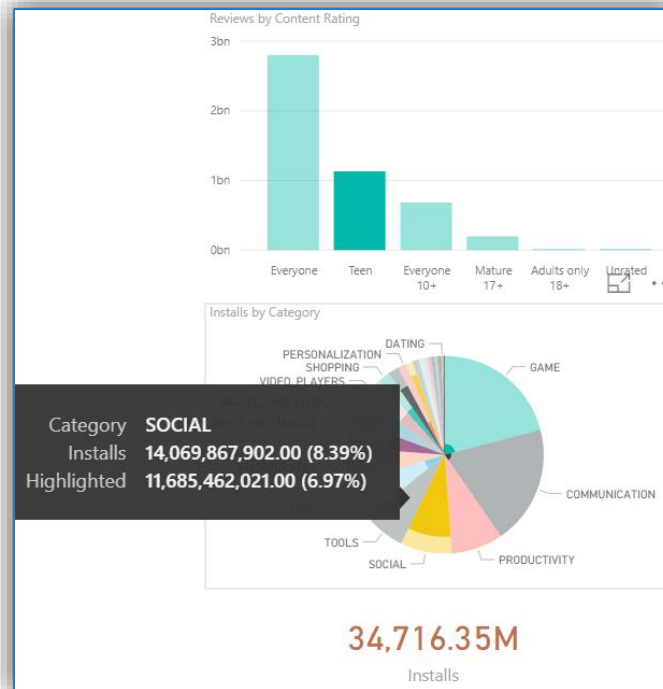


Figure2.

These three visuals present relationship between content rating, category and installs. Using these visuals we conclude that teens most installs based on the category is free social apps. knowing that google play should advertise social apps to it's teen customers.

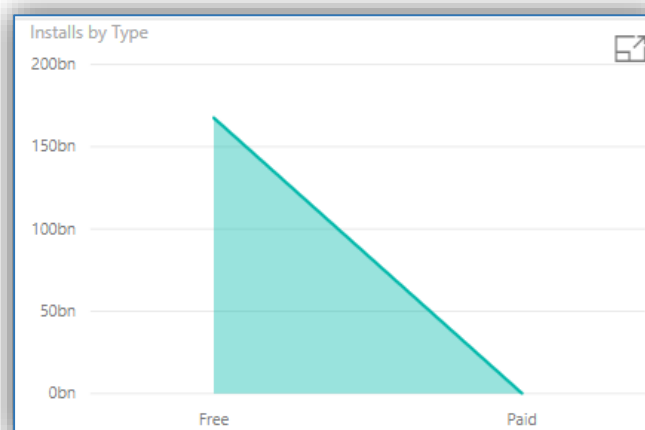


Figure3.

This visual present relationship between types and installs. Based on this visual people rather free apps so we advice google to develop more free apps .

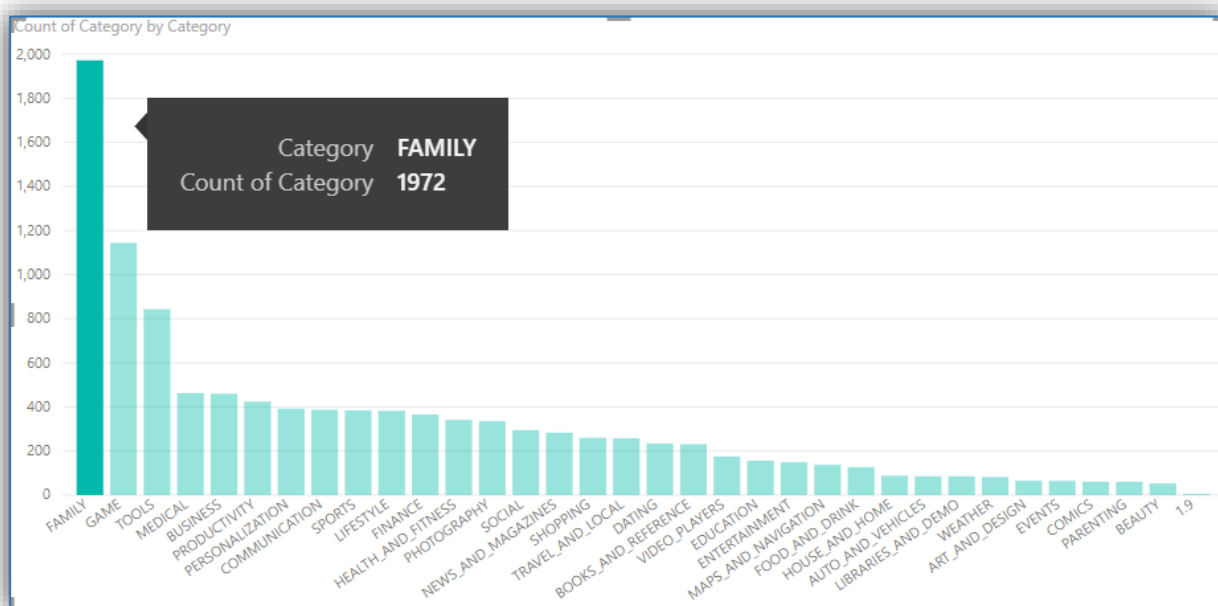
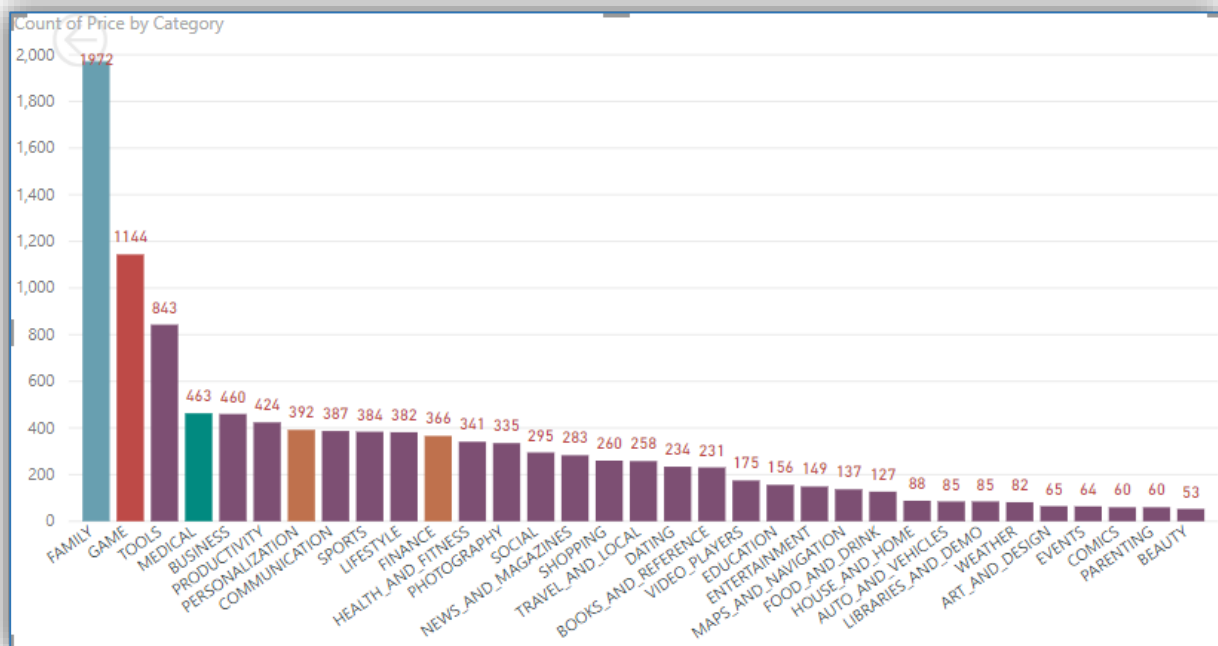


Figure4.

These visuals represent relationship between category and price. All family apps are paid so we advice google to develop more free family apps and advertise them to all types of customers.

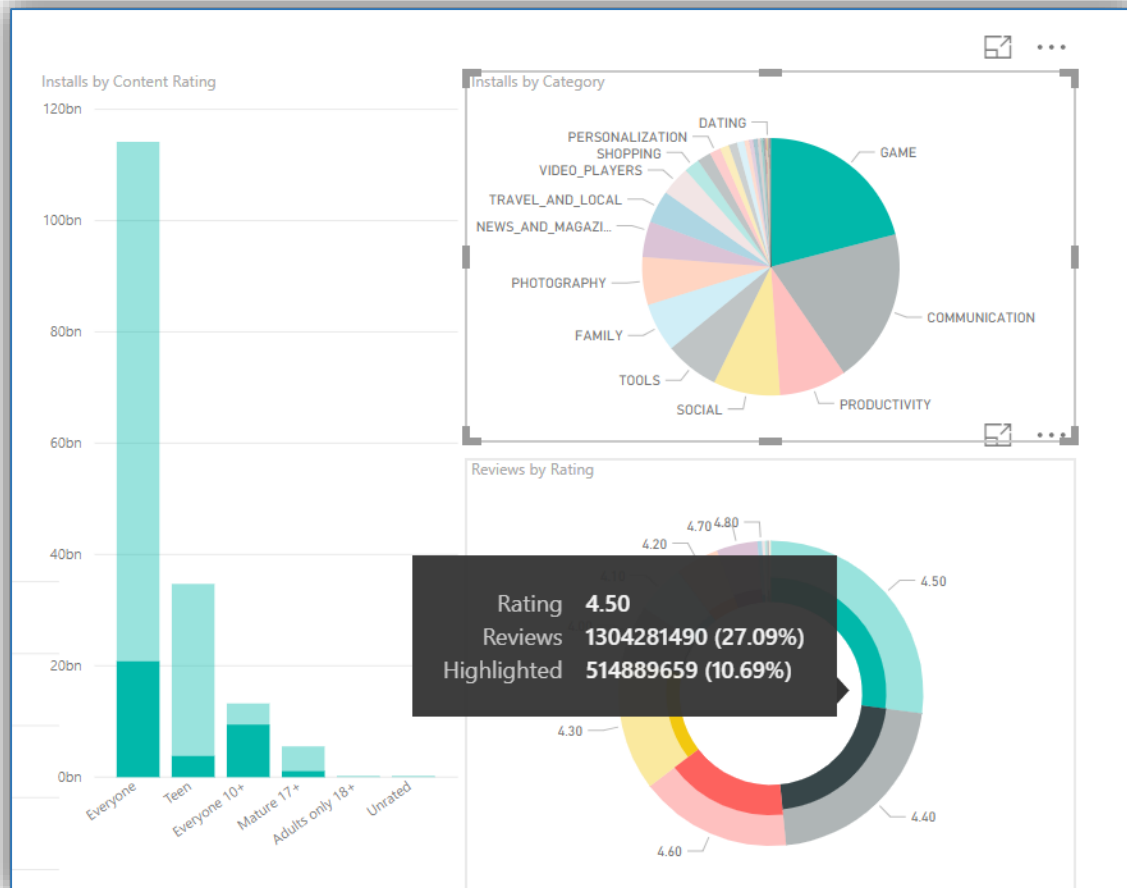


Figure5.

These three visuals represent the relationship between category, installs, content rating, rating and reviews. All content rating installs games the most with present of 20.93% and give it the highest rating (4.5). With that on hand we advise google play to develop new games that suits all content rating.

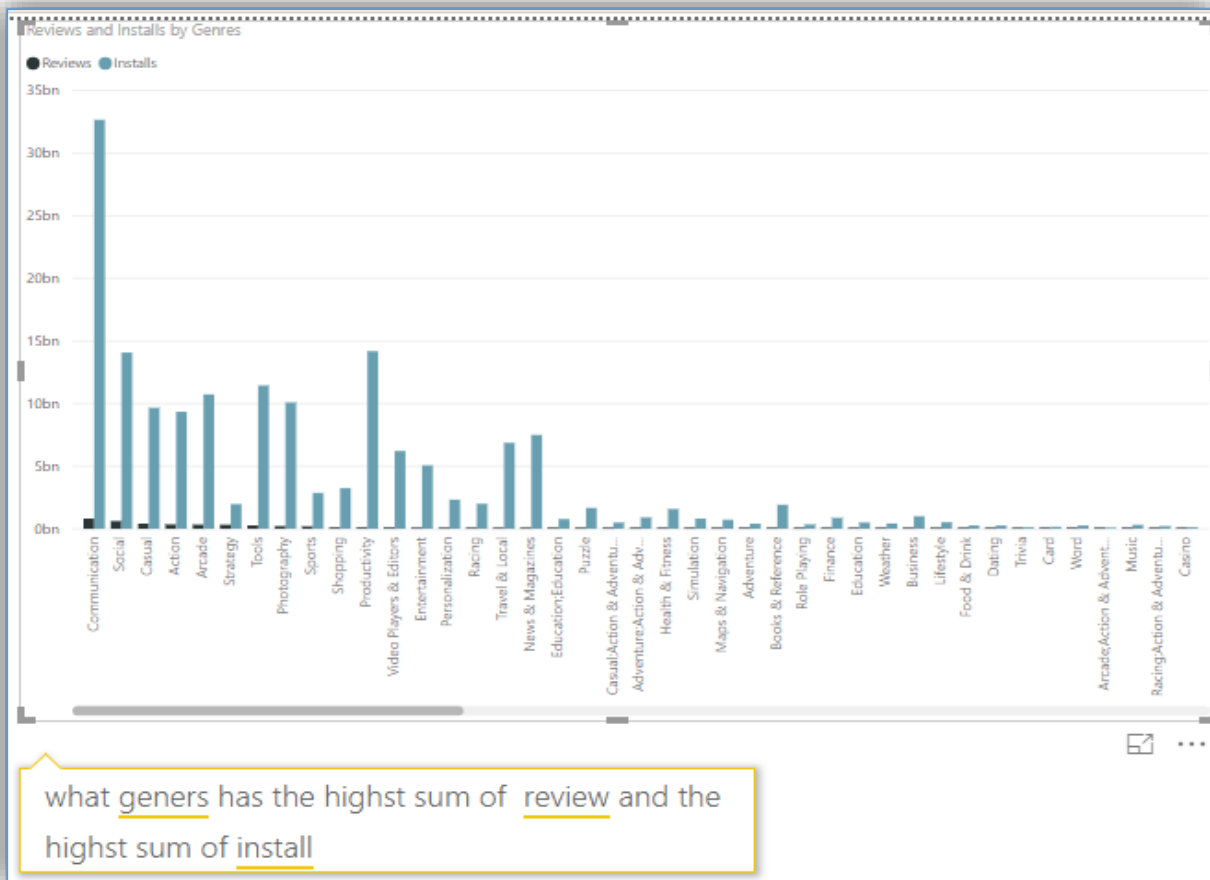


Figure6.

This visual shows the relationship between app genres, reviews and installs. Sense this visual shows that communication genres has the highest number of reviews and installs we recommend google play to encourage customers to writ more reviews in order to get more installs on a specific app.

Conclusion:

Finally at the end we have used many methods to accomplish our gals we researched, tested, evaluated and implement our results to help google play marketing department .in the journey of achieving this assignment we have faced many technological obstacles ,time management issues and difficulty understanding the requirement .But on the other hand we have improved many skills such as our problem solving skills, team working skills ,time management skills and our research skills and had fun exploring power BI also we have learned many power bi features.

References:

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Appendix: minutes

Minutes of Group Meeting

Week3-Demo:

Date & time of meeting	Place of meeting	Group members present	Matters discussed
15-Jan-19/ 7pm-8pm	Online using Slack app.	Group members	discuss Requirements
16-Jan-19/1pm-2:30pm	Online using ZOOM app.	Group members	we discussed Power Bi Concepts. And division the tasks
17-Jan-19	Online using Slack app.	Group members	Search
18-Jan-19	Online using Slack app.	Group members	Search and Create The Presentation
19-Jan-19	Online using Slack app.	Group members	Search and Create The Presentation
20-Jan-19/ 12pm-1pm	King Saud University, CBA library.	Group members	Final Preparation And practice

Week4-Assignment:

Date & time of meeting	Place of meeting	Group members present	Matters discussed
21-Jan-19/ 6pm-7pm	Online using Slack app.	Group members	discuss Requirements
22-Jan-19	Online using Slack app.	Group members	discuss statement of Assignment and Search
23-Jan-19/ 2pm-5pm	Online using ZOOM app.	Group members	Work on Microsoft Power BI
24-Jan-19	Online using Slack app.	Group members	Work on Microsoft Power BI And start writing the document
25-Jan-19/ 12pm-2pm	Online using Slack app.	Group members	Writing the document
26-Jan-19/ 12pm-1pm	King Saud University, CBA library.	Group members	Review the document