**Power BI Assignment 1**

1. What do you mean by BI? Explain.

**Ans**: BI is in full term known as Business Intelligence. Business Intelligence is the knowledge, analysis of business based on data, which helps provide insights on how the business is going, what shall be improved, what needs to be cut down.

1. How Power-BI helps in BI, and how does it help Analysts? Explain.

**Ans**: Power BI has several great charts and maps that provide proper visualization to understand and gain insights on business. Using this Analysts can analyze huge set of data easily.

1. Explain Descriptive analytics?

**Ans**: Descriptive Analytics mainly tells about what has happened and happening, basically summarizing data, for example, annual sales report. Simple analysis techniques are used.

1. Explain Predictive analytics?

**Ans**: Predictive Analytics provides insights on what could happen in the future. For example, stock market price prediction. This sort of analytics could also involve statistical modelling and machine learning techniques.

1. Explain prescriptive analytics?

**Ans**: Prescriptive Analytics helps achieving goals by sharing suggestions on actions to carry out, examples by helping in marketing strategy to increase sales.

1. Write five real-life questions that PowerBi can solve.

**Ans**:

**1**. Power Bi can be used to analyze social Media engagement

1. Can be used to analyze data in travel industry to increase more hotel check-in rates
2. Colleges can optimize their curriculum using analytics given by power bi
3. Power Bi can help in marketing campaign
4. Power Bi can help HRs to analyze employee performance