## Power BI Desktop, Price: Free

This is the **free version** of Power BI that you can install on your local computer as a program, and acts as a companion desktop application to the full version of Power BI.

Despite its free nature, you may be surprised at what Microsoft has included with Power BI Desktop:

* You can connect and import data from over 70 cloud-based and on-premises sources
* The same rich visualizations and filters from Power BI Pro
* Auto-detect that finds and creates data relationships between tables and formats
* Export your reports to CSV, Microsoft Excel, Microsoft PowerPoint and PDF
* Python support
* Save, upload and publish your reports to the Web and the full Power BI service
* Storage limit of 10 GB per user

Naturally, there are some feature limitations with the free Power BI Desktop that give further incentive to upgrade.

* Can’t share created reports with non-Power BI Pro users
* No App Workspaces
* No API embedding
* No email subscriptions
* No peer-to-peer-sharing
* No support to analyse in Excel within Power BI Desktop

## Power BI Pro, Price: $9.99 monthly per user

Power BI Pro is **licensed** by individual user. For example, if your organisation has 20 people that need to full capabilities of self-service BI to create dashboards and reports, you need 20 licenses of Power BI Pro, which gives these users full access to creation of reports and unlimited consumption (viewing) of any created content.

Breakdown of Power BI Pro’s 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, Price: $4,995 monthly per dedicated cloud

Power BI Premium is the **most expensive tier** of Power BI currently available and very distinct from the other two versions available on the market. 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 organisation 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.

Top Features and functionality standard to all versions of the service, users of Power BI Premium get:

* Increased data capacity limits and maximum performance
* Access to one API surface
* Ability to embed Power BI visuals into apps (PowerApps, SharePoint, Teams, etc)
* Larger storage sizes for extended deployments
* Geo distribution, higher refresh rates, isolation, pin to memory, read-only replicas
* Power BI Report Server