



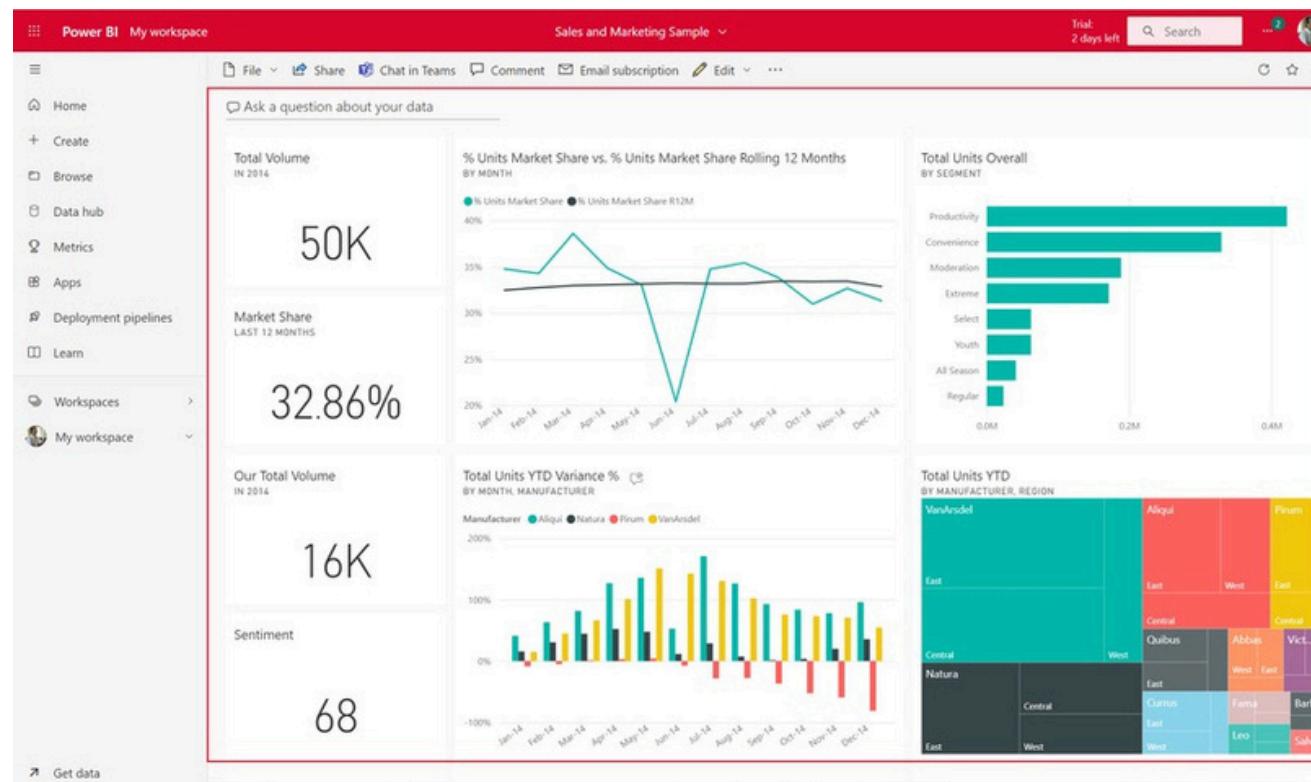
Power BI

IMPORTANT INTERVIEW QUESTIONS



Q 1. What is Power BI, and how does it benefit organizations?

Ans: PowerBI is a business analytics tool by Microsoft that enables organizations to visualize data, share insights, and make data-driven decisions. It benefits organizations by providing interactive reports, dashboards, and data exploration capabilities.



Q 2. What are the different components of Power BI?

Ans: PowerBI consists of three main components: Power BI Desktop (for report authoring), PowerBI Service (for sharing and collaboration), and Power BI Mobile (for mobile access).

Q 3. How do you import data into Power BI?

Ans: Data can be imported into Power BI using Power Query, which allows you to connect to various data sources like Excel, databases, web services, and more.

Q 4. Explain the difference between Power Query and Power Pivot in Power BI.

Ans: Power Query is used for data transformation and cleaning,
Power Pivot is used for data modeling, relationships, and creating calculations.



Power Pivot



Power Query

Q 5. What is DAX, and why is it important in Power BI?

Ans: DAX(Data Analysis Expressions) is a formula language used in Power BI for creating custom calculations and measures.

It's important for advanced data manipulation and analysis.

Q 6. How can you create calculated columns and measures in Power BI?

Ans: Calculated columns are created using DAX expressions in Power Query, and measures are created using DAX expressions in the Data Model.

Q 7. What is the difference between a calculated column and a calculated measure?

Ans: A calculated column is computed at the row level and added to the dataset, while a calculated measure is computed at the aggregate level and is used in visuals.

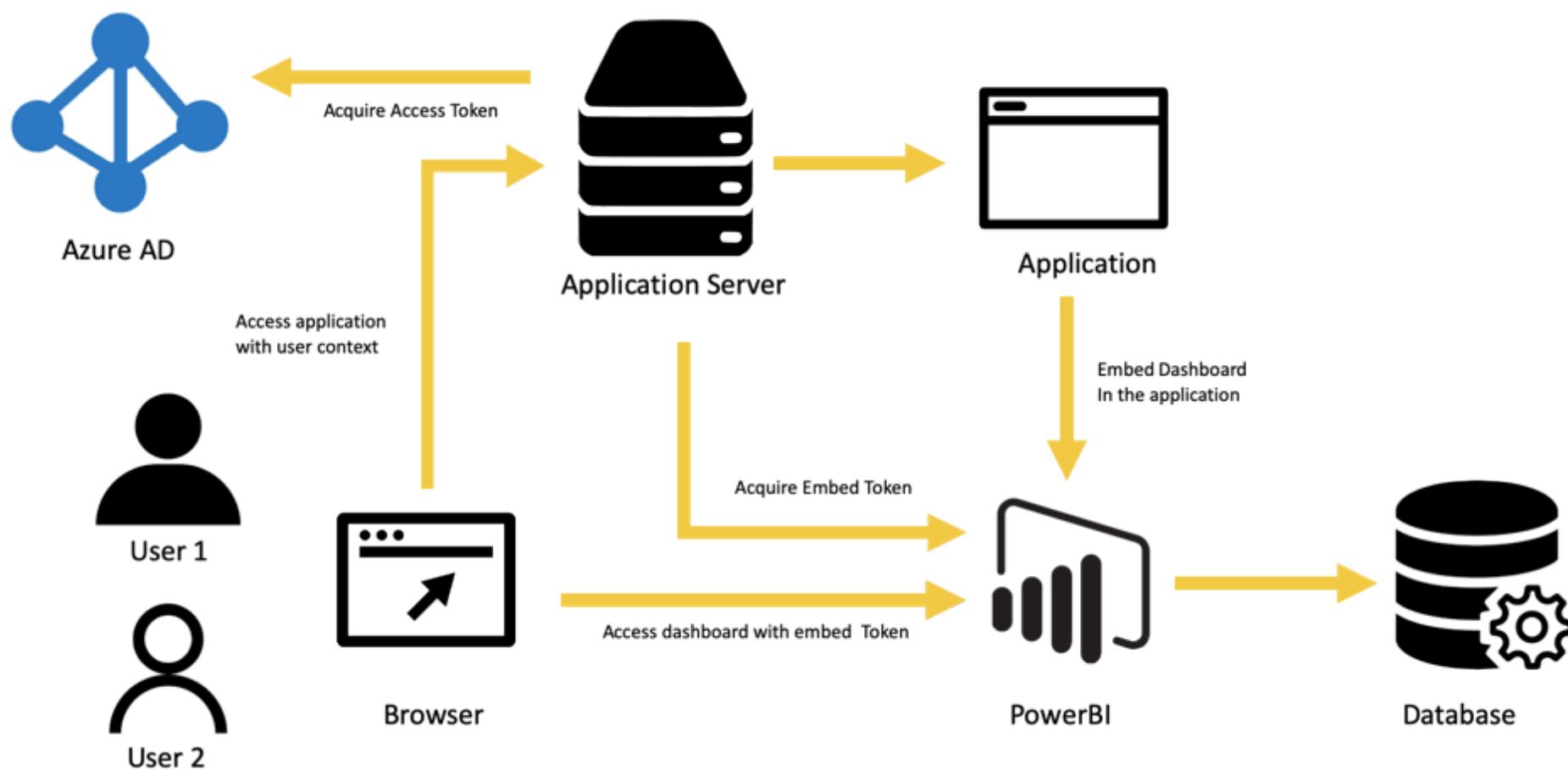
Q 8. Explain the concept of DirectQuery and Import data modes in Power BI.

Ans: Import mode loads data into Power BI's internal data model, while DirectQuery connects to data sources in real-time without storing data in Power BI.

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Q 9. How do you implement row-level security in Power BI?

Ans: Row-level security can be implemented by defining roles and filters in Power BI Desktop, restricting data access based on user roles.



Q 11. How do you publish a Power BI report to the Power BI Service?

Ans: You can publish a report by clicking the "Publish" button in Power BI Desktop, signing into your Power BI account, and selecting the destination workspace.

Q 12. What are Power BI dashboards, and how are they different from reports?

Ans: Dashboards are a collection of visuals and reports, often focused on high-level KPIs, while reports contain more detailed visualizations and data.

Q 13. How can you share Power BI reports and dashboards with others?

Ans: You can share them by publishing to a workspace, sharing the workspace with specific users or groups, and configuring access permissions.

Q 14. What are Power BI Apps, and how do they enhance collaboration?

Ans: Power BI Apps are bundles of dashboards, reports, and datasets that you can package and distribute to users or customers, making it easier to share insights.

Q 15. How can you create custom visuals in Power BI?

Ans: Custom visuals can be created using the Power BI Visualizations SDK or by importing custom visuals from the Power BI marketplace.

Q 16. Explain the benefits of using Power BI Dataflows in data preparation.

Ans: Power BI Dataflows allow you to create reusable data transformations, cleansing steps, and calculations, making data preparation more efficient and consistent.

Q 17. What are some strategies to optimize the performance of Power BI reports with large datasets?

Ans: Strategies include optimizing data model design, creating summary tables, enabling incremental data refresh, and leveraging DirectQuery or Live Connection when appropriate.

Q 18. How does Power BI support real-time data analysis?

Ans: Power BI can connect to real-time data sources, such as streaming services or APIs, to provide up-to-the-minute insights and support real-time data analysis and monitoring.

Q 19. What is Power BI Paginated Reports, and when would you use them?

Ans: Power BI Paginated Reports allow you to create pixel-perfect, printable reports suitable for scenarios like invoices, financial statements, or formal documents.

Q 20. How can Power BI be integrated with other Microsoft products like Azure and Excel?

Ans: Power BI can integrate with Azure services for data storage and processing, and you can embed Power BI reports in Excel to combine its capabilities with Excel's flexibility.

Q 21. Explain the concept of data lineage in Power BI.

Ans: Data lineage in Power BI refers to the ability to trace the origin and transformations of data within a report or dataset, helping users understand data flow and dependencies.

Q 22. What are some best practices for creating effective Power BI reports and dashboards?

Ans: Best practices include understanding user requirements, designing intuitive layouts, using appropriate visuals, optimizing performance, and ensuring data accuracy and security.

Q 23. How do you handle errors or data discrepancies in Power BI reports?

Ans: Errors can be addressed by using DAX functions like IFERROR or by implementing data quality checks and data cleansing steps in Power Query.

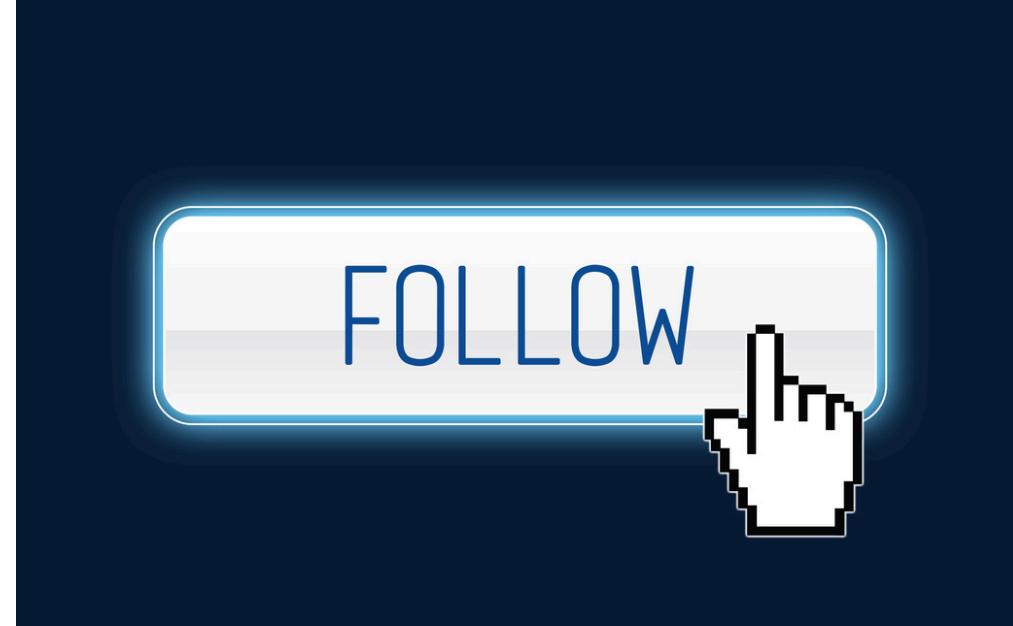
Q 24. What is the purpose of Power BI Embedded, and how does it differ from Power BI Service?

Ans: Power BI Embedded is used to embed Power BI reports and dashboards into custom applications, while Power BI Service is for interactive report creation and sharing.

Q 25. Can you explain the role of Power BI Premium and Power BI Pro licensing in an organization?

Ans: Power BI Premium allows for dedicated capacity and is suitable for large-scale deployments, while Power BI Pro licenses are for individual users who need to publish and collaborate on reports.

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