Benefits of Power BI:

The purpose of Power BI within a business sector is to analyse and visualise the business’s data. This allows the management team at the business to swiftly and efficiently make decisions without affecting the profitability of the business. Power BI works by initially analysing the data, such as profits and sales, and then reflects the data through data representation that includes charts, tables, maps, and gauges (Charest, 2023). This is a great advantage compared to traditional data analysis methods, which consist of manually analysing rows of data displayed on spreadsheets (Cymetrix 2023). This can be very time-consuming, along with the fact that trends and patterns have to be manually identified. Below is a list of the specific benefits of implementing Power BI when running a business:

Shopping data reference:

<https://www.kaggle.com/datasets/bikram1505/shopping-data?resource=download>

* Data visualization
* Data connectivity
* Real-time dashboards
* Data Transformation
* Natural Language Queries
* Data Modeling
* Collaboration and sharing
* Mobile accessibility
* Security and compliance
* Scalability
* Customization and extensions
* Cost-Effectiveness

Ultimate Power Bi Data Transformation/Cleansing Guide (Power Query):

<https://www.youtube.com/watch?v=Z3bqEG3zrxw>

References:

[https://www.gestisoft.com/en/blog/what-are-the-benefits-of-power-bi#](https://www.gestisoft.com/en/blog/what-are-the-benefits-of-power-bi)

<https://www.linkedin.com/pulse/importance-data-visualization-business?trk=public_post#:~:text=Traditional%20methods%20of%20data%20analysis,immediately%20apparent%20in%20a%20spreadsheet>.