PowerBI

Analyze the data ↓

Business Intelligence Tool ← make profitable business (better decision making)
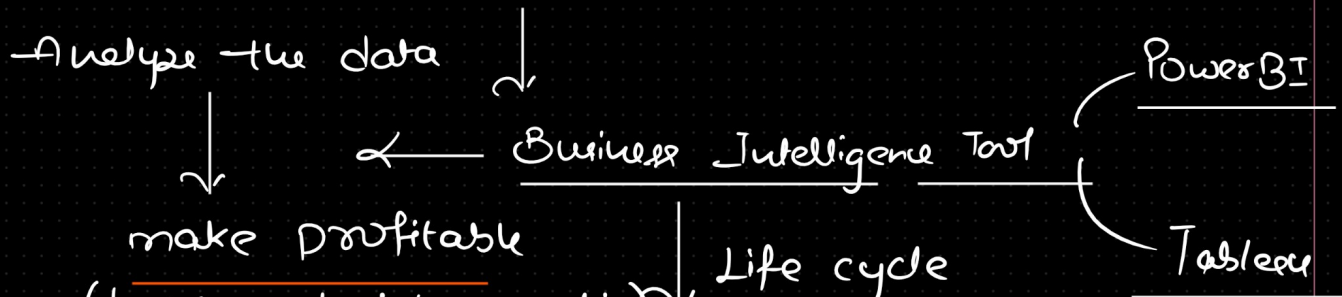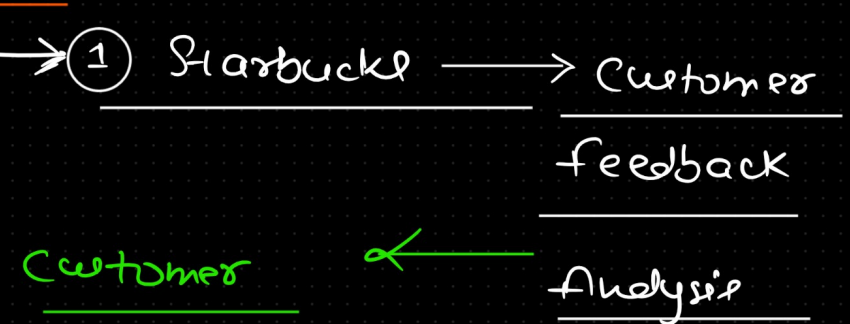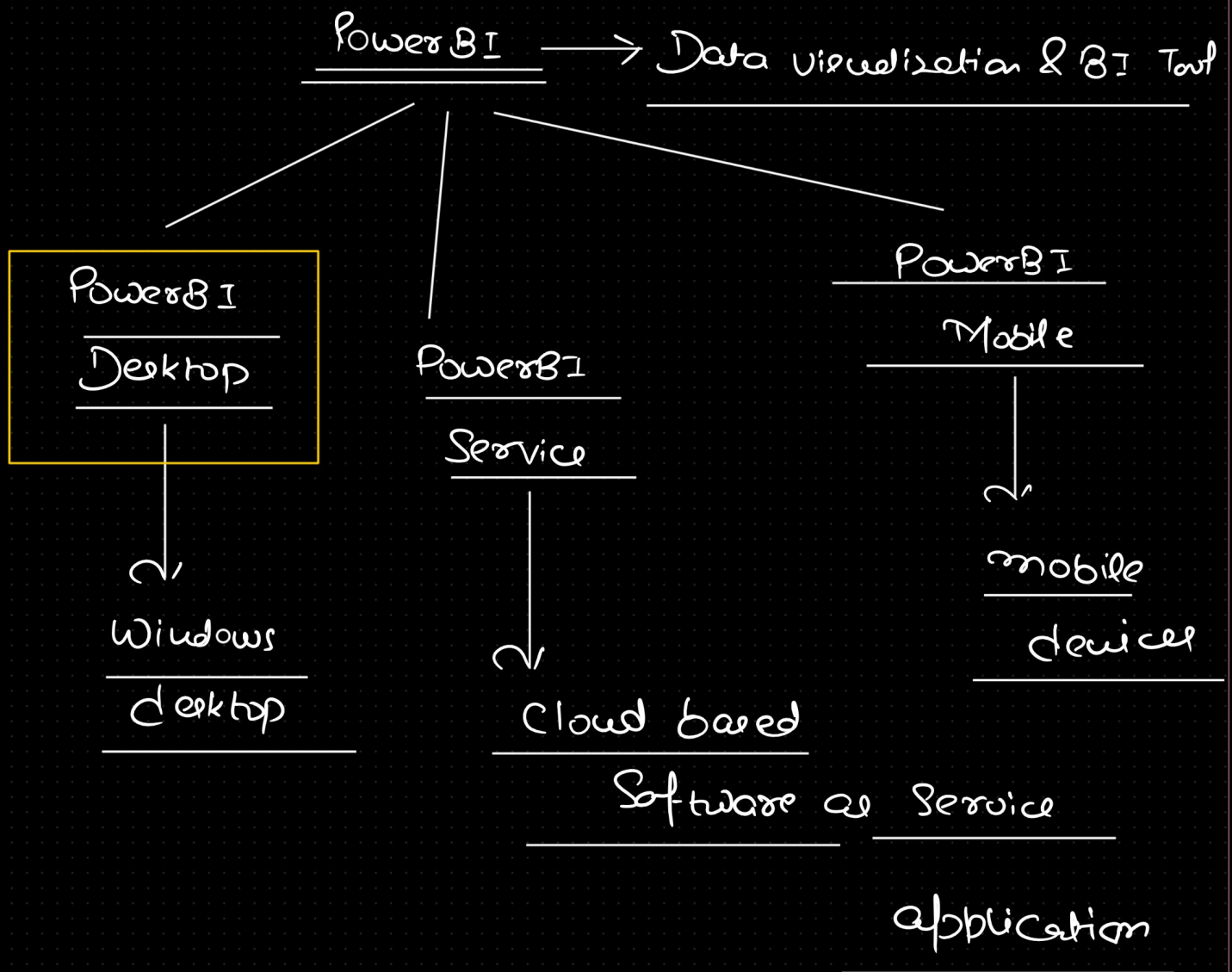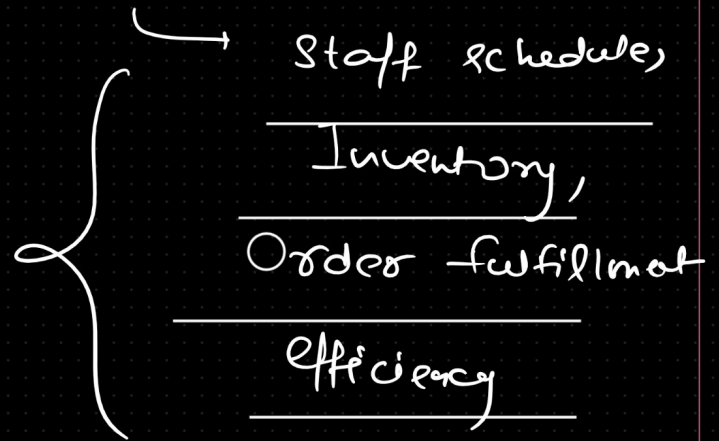
PowerBI

Tableau

Life cycle

→ Understand Problem Statement

→ Collect & understand data

→ Data cleaning & EDA

→ Enhance the data

→ ① Data Analysis

→ Data Visualization

→ Communication (Clients/ Stakeholders)

Use cases:

① Starbucks ⟶ Customer feedback

Customer Satisfication ← Analysis

② Sales reporting, & sales prediction

③ Operation tracking analysis
→ Staff schedules
{ Inventory,
  Order fulfillmt
  efficiency

PowerBI ⟶ Data visualisation & BI Tool

PowerBI
Desktop

PowerBI
Service

PowerBI
Mobile

↓
Windows
desktop

↓
Cloud based
Software as Service

↓
mobile
devices

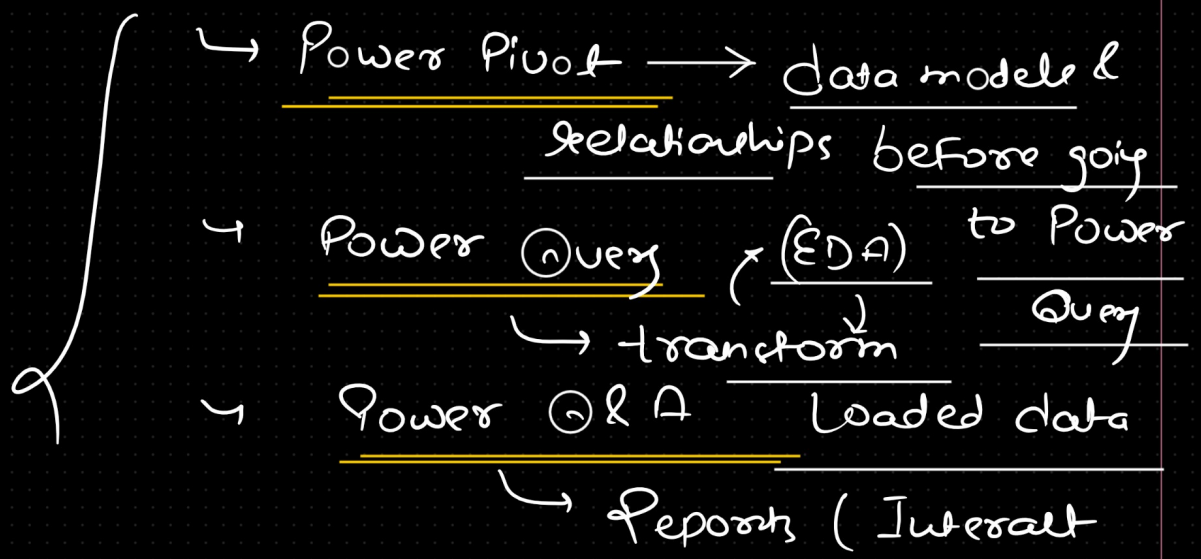application

Swiggy

↳ PowerBI (Dynamic)

→ Num _of orders → Last
1 hour

→ Which cities are performing
better on weekly basis?

→ Campaigns ⟶ impact sales

↳ Conversion rate

Major Components

↳ Power Pivot ⟶ data models &
Relationships before going
to Power

↳ Power Query ← (EDA) Query
↳ transform
↳ Power Q & A Loaded data
↳ Reports (Interact

(⌣ Power View   and ask Q&A)

→ Visualization