**Types of Power BI Licensing**

Power BI comes in a range of licensing options, each designed for a specific user need—from individual creators to enterprise-wide deployments. Here are the key types of Power BI licenses:

1. Power BI Free

Target Audience: People

Features:

* Create, preview, and publish Power BI Desktop reports
* Publish to Power BI Service (My Workspace only)
* Use small data sets and charts

Limitations:

* Cannot share documents with other users or collaborate in workspaces
* No app workspaces or peer-to-peer sharing
* No access to Power BI Pro content

2. Power BI Pro

Target Audience: Specialists and small groups

Cost: Around $10/month/user

Features:

* Share and collaborate on dashboards and reports
* Build and ship applications
* Peer-to-peer sharing
* Export to PowerPoint, Excel, etc.
* Integrate with Microsoft Teams and SharePoint

Requirement: All users need a Pro license to view shared material

3. Power BI Premium

Power BI Premium is available in two modes:

a. Per User (Premium Per User / PPU)

* Cost: approximately $20/user/month

Features:

* All Pro traits
* Paginated reports
* AI-driven data streams and ML models
* Large data volumes (100 GB per dataset)
* 48 scheduled refreshes a day
* Incremental refresh
* Good for: Customers that need extra features without buying full Premium capacity

b. By Capacity (Premium By Capacity)

* Cost: Starting from ~$5,000/month (P1 SKU and above)
* Features:
  + Enterprise-class deployment
  + No per-user license is required for viewers
  + Reserved cloud capacity
  + Multi-geo deployment
  + Endless content sharing
  + Improved performance, autoscaling Best suited for: Big companies that need sharable and scalable content in the company

5. Power BI Report Server (on-premises)

* Released With: Power BI Premium (Per Capacity)
* Use Case: Organizations that require on-premises hosting
* Supports: Paginated and Power BI reports
* Needs: SQL Server Enterprise edition with Software Assurance or Power BI Premium subscription

**Difference between all types of licensing**

| **License Type** | **Description** | **Target Users** | **Key Features** | **Limitations** |
| --- | --- | --- | --- | --- |
| **Power BI Free** | Basic license for individual report creation and analysis. | Individuals / Learners | - Create reports in Power BI Desktop- Publish to *My Workspace* only | - Cannot share reports- No collaboration- Limited storage and refresh |
| **Power BI Pro** | Allows users to share, collaborate, and publish content with other Pro users. | Professionals / Small teams | - Share reports and dashboards- Collaborate in shared workspaces- Export to Excel/PPT | - All users must have Pro license to view shared content |
| **Premium Per User (PPU)** | Offers all Pro features + Premium features on a per-user basis. | Power users / Analysts | - Paginated reports- AI, Auto ML- 100 GB dataset- 48 refreshes/day | - Can only share with other PPU users- More costly than Pro for small needs |
| **Premium Per Capacity** | Organization-level license with dedicated resources and large-scale sharing. | Large enterprises | - Share with Free users- Dedicated cloud capacity- On-prem Report Server- Huge models | - High cost- Needs IT/admin setup and capacity management |
| **Power BI Embedded** | Designed for developers to embed analytics into apps or websites. | Developers / ISVs | - Embed reports in apps- No license needed for viewers- Scalable pricing via Azure | - Requires Azure setup- No Power BI Service UI for consumers |

**Benefits of Power BI Premium over Power BI pro**

Power BI Premium has several significant advantages over Power BI Pro, particularly for organizations or users dealing with large-scale, high-level data analytics. While Power BI Pro is appropriate for small teams and individuals with fundamental collaboration and sharing features, Premium is intended for enterprise-level performance and scalability. With Premium, users receive significantly larger dataset sizes (up to 100–400 GB), more refreshes (up to 48 times per day), and more advanced features such as paginated reports, AI insights, AutoML, and cognitive services. Premium also features incremental data refresh, where only new or changed data is refreshed, which enhances efficiency and performance. Another significant advantage is deployment pipelines, which encompass structured development workflow (Dev → Test → Prod). Unlike Pro, which demands each report viewer to have a Pro license, Premium (Per Capacity) enables free users to view shared content, which is extremely cost-effective for organization-level reporting. Premium also has dedicated cloud resources, which lead to faster and more consistent performance, and provides on-premises reporting via Power BI Report Server. For global operations, Premium provides multi-geo support, ensuring data compliance with local regulations. Overall, Power BI Premium is a robust solution for organizations requiring greater performance, scalability, and more advanced business intelligence features than what Pro can provide.