**Power BI Assignment 1**

1. What do you mean by BI? Explain.
2. Business intelligence, or BI. It describes the process for gathering, examining, and presenting data in order to assist organisations in making wise decisions. Using tools and techniques, BI enables firms to turn raw data into insightful reports and insights that help them better understand their operations, clients, and market trends.
3. How Power-BI helps in BI, and how does it help Analysts? Explain.
4. Power BI is a powerful tool in the field of Business Intelligence. It allows analysts to easily connect to different data sources, create interactive visualizations, and share reports and dashboards. Analysts can use Power BI to explore and analyze data, identify patterns, and communicate insights effectively, helping them make data-driven decisions.
5. Explain Descriptive analytics?
6. A form of analytics called descriptive analytics employs data mining and data aggregation to shed light on the past and respond to the query, "What has happened?”
7. Explain Predictive analytics?
8. Predictive analytics is a type of analytics that uses statistical models and forecasting techniques to understand the future and answer the question "What could happen?"
9. Explain perspective analytics?
10. Prescriptive analytics is a type of analytics that not only maps out the future but also offers suggestions for how to deal with it”What Should happen next?”.
11. Write five real-life questions that PowerBi can solve.

* What is the sales performance of different products in different regions over the past year?
* Which marketing campaigns have been most effective in driving customer engagement and conversions?
* How has customer satisfaction changed over time, and what are the factors impacting it?
* What are the inventory levels across different stores, and which products need restocking?
* How are key performance indicators (KPIs) such as revenue, profitability, and customer retention trending for the organization?