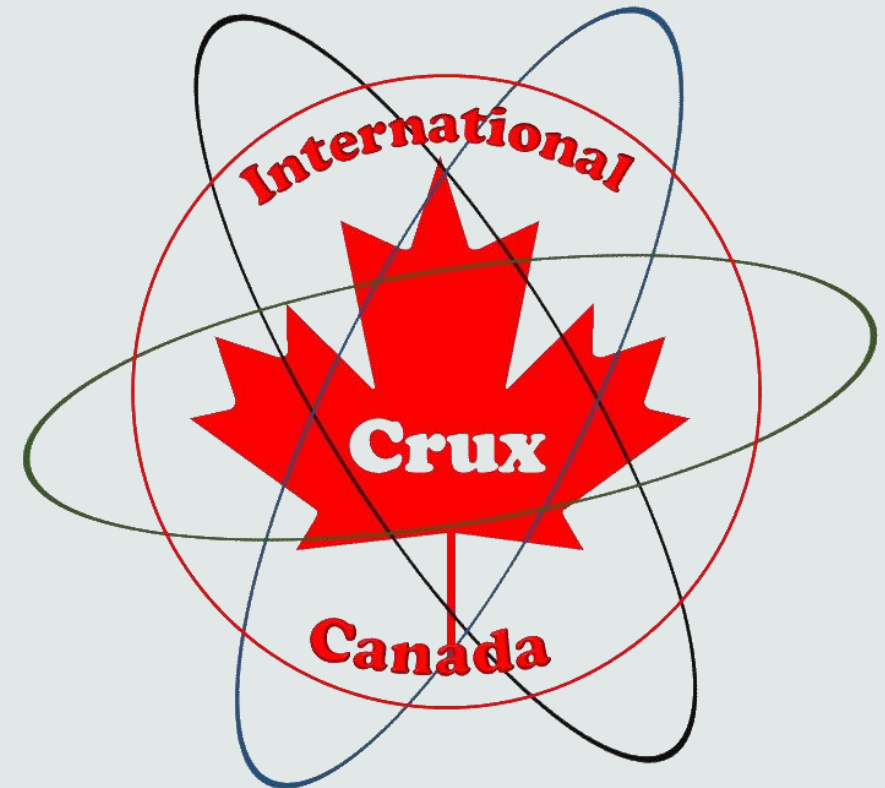




&





Business Intelligence

Presenter

Qaisar Ali

M.Com_{PK}, DCMA_{PK}, CMA_{USA},
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Microsoft's Verified Power BI
Professional

Founder **Crux International Canada**

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Crux International Canada



Established in 2015.

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Analytics

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Intelligence

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www.cruxanalytics.thinkific.com

www.cruxanalytics.ca

WHAT IS BUSINESS INTELLIGENCE



Data and Business Intelligence



Key points



Uses a camera,
collects data about
the person

Records information
about selection of
products and other
buying behaviours.

Collected data is
used by the
company officials to
study data patterns .

Data Science

Creation of a process.

Logic building

Writing code

Automation

Machine Learning

Artificial Intelligence

Data Analysis

B
I

Insights

Suggesting Corrective Actions

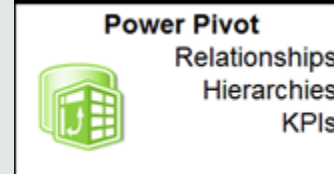
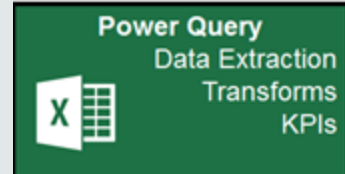
Process Improvement

Modern Challenges for everyone

Connect, Collect and
Clean scattered data

Arrange, Examine and
Analyze data

Communicate, Convince
and Carry on



Business Intelligence (BI) refers to technologies, applications and practices for the collection, integration, analysis, and presentation of business information. The purpose of Business Intelligence is to support better business decision making.

You will learn

- Business Data and modern challenges.
- Business Intelligence – Technology and Tools to support effective business decisions.
- Extract, Transform and Load [ETL].
- Data Modelling and Data Analysis using DAX.
- Descriptive, Diagnostic, Predictive and Prescriptive analytics.
- Artificial intelligence in Business Intelligence.
- Big Data and Data Management Systems.
- Database concepts using MySQL.
- Assessment Project

Tools



Data Analytics vs Business Intelligence



Data analytics is the collection, transformation, and organization of data to draw conclusions, make predictions, and drive informed decision making.



Business Intelligence (BI) refers to technologies, applications and practices for the collection, integration, analysis, and presentation of business information. The purpose of Business Intelligence is to support better business decision making.

Companies that Specialize in BI and Analytics

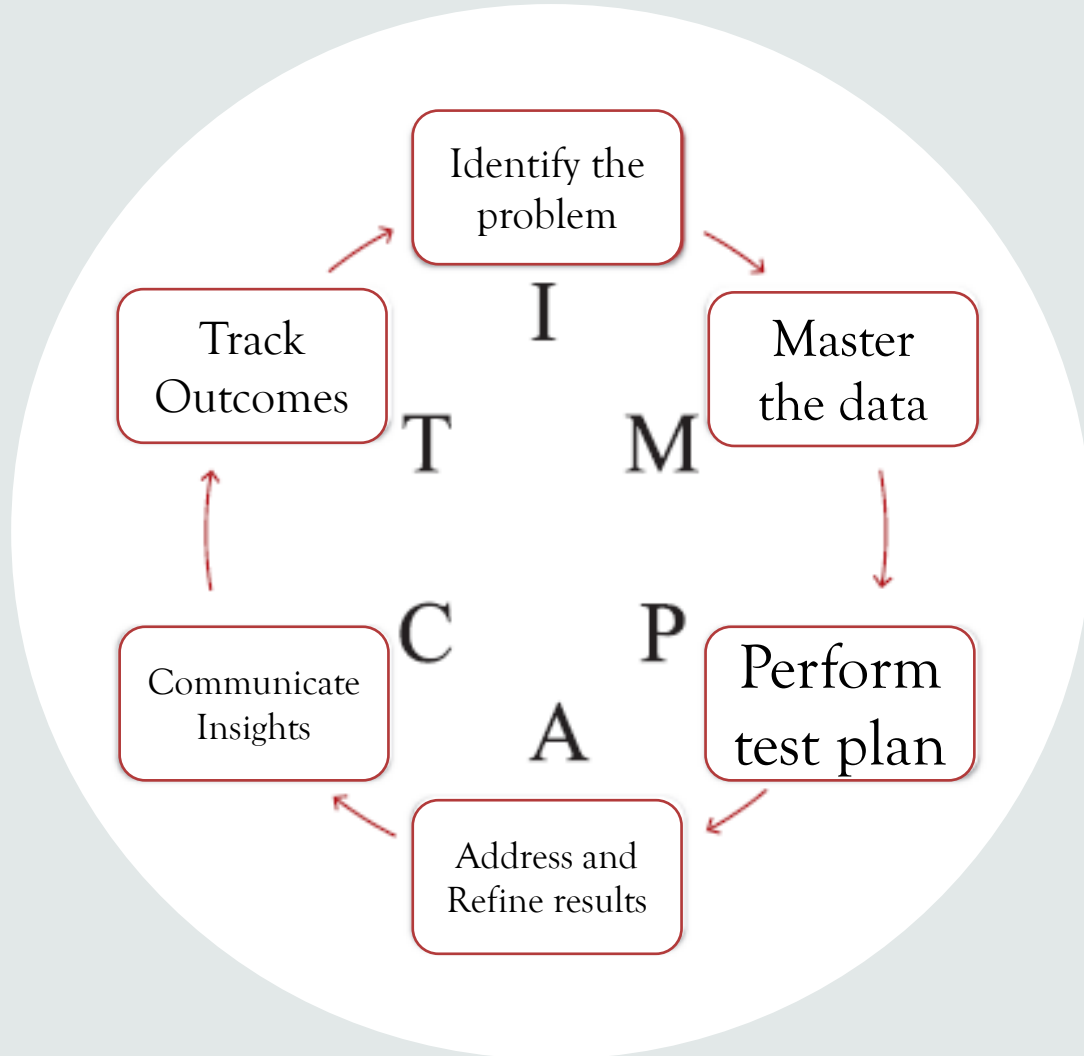
ANALYTICS



Is BI only for Businesses?



Data Analytics process



The IMPACT cycle is a means of doing Data Analytics that goes all the way from identifying the question, to mastering the data, to performing data analyses and communicating results. It is recursive in nature, suggesting that as questions are addressed, new important questions may emerge that can be addressed in a similar way.

Data Cleansing Example

— How —

AI & BI

Can Revolutionize

ECOMMERCE

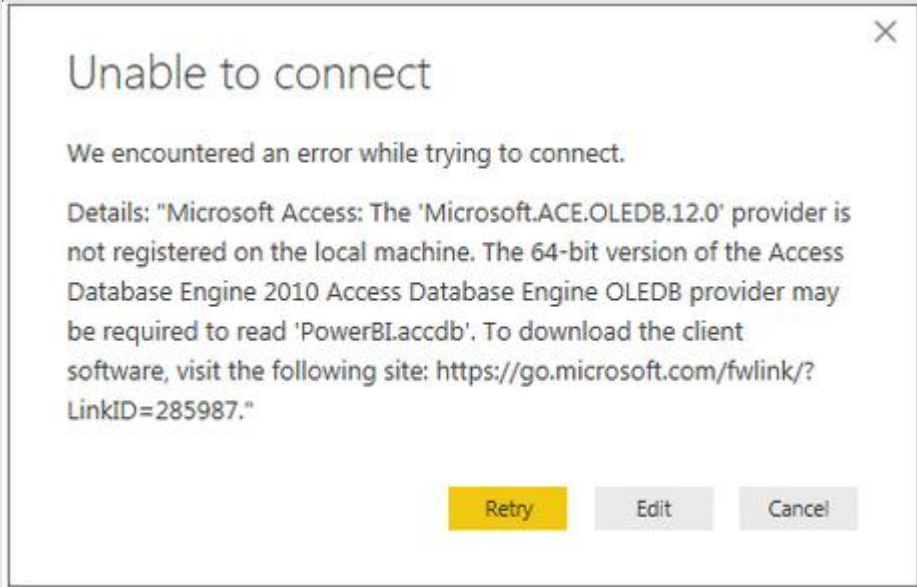




AI in your life

Power BI Installation

While installing Power BI, make sure that it matches to MS Office Version (32 or 64 bits). Else you will get following error.



My MS Office is 32 or 64 Bits ?



How to install Power BI

1. Go to Power BI website
2. Select “Products” and select “Power BI Desktop”
3. Select “Advanced Download Options”
4. Select the “Language” and select “Download”.
5. Select appropriate file name and install Power BI.

Redistributable file <https://www.microsoft.com/en-us/download/details.aspx?id=13255>

Q & A

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Thank you

