**1. What is Power BI, and what are its three main components?**  
Power BI is a Microsoft tool for data analysis and creating visual reports. Its three main components are Power BI Desktop, Power BI Service, and Power BI Mobile.

**2. Name two business use cases for Power BI dashboards.**  
Businesses use Power BI dashboards to analyze sales by region and track employee or project performance.

**3. How do you download and install Power BI Desktop?**  
You can download Power BI Desktop for free from the Microsoft website or Microsoft Store and install it like a normal app.

**4. What is the difference between Power BI Desktop and Power BI Service?**  
Power BI Desktop is used to create reports on your computer, while Power BI Service is for publishing and sharing them online.

**5. What file extension does a Power BI project use?**  
Power BI projects use the .pbix file extension.

**6. Explain the role of Power Query in Power BI.**  
Power Query is used to load, clean, and prepare data before analysis.

**7. Why would a business prefer Power BI over Excel for reporting?**  
Businesses prefer Power BI because it creates more interactive and automatic visual reports than Excel.

**8. Describe one limitation of the free version of Power BI.**  
One limitation of the free version is that you can’t share reports with others online.

**9. What is a "published report" in Power BI Service?**  
A published report in Power BI Service is a report uploaded from Power BI Desktop to the cloud so others can view it.

**10. How does Power BI Mobile enhance accessibility?**  
Power BI Mobile allows users to access and view reports on phones and tablets anywhere.

**11. Compare Power BI with Tableau—pros and cons.**  
Power BI is cheaper and easier to use, while Tableau has more advanced visuals but is more expensive.

**12. Explain how Power BI integrates with Azure services.**  
Power BI integrates with Azure by connecting to cloud data and using AI tools for better analysis.

**13. What are "gateways" in Power BI, and when are they needed?**  
Gateways connect Power BI to local data sources that are not in the cloud.

**14. How would you convince a company to adopt Power BI? (ROI argument)**  
Power BI saves time, helps make data-based decisions, and increases profits by turning data into insights.

**15. What security features does Power BI offer for sensitive data?**  
Power BI provides encryption, access control, user roles, and activity monitoring to protect sensitive data.