1. What do you mean by BI? Explain.

BI – Business intelligence is a process of collecting, storing and analysing data. Data here refers to the business activities like hiring, sales, investments, expenses, finance, employee data and so on.

By transforming the data, with the help of Business intelligence tools, business can draw insights so that it can understand how business is going on and also to understand the challenges and focus on finding the solutions/altering the existing processes.

1. How Power-BI helps in BI, and how does it help Analysts? Explain.

Power-BI is a business intelligence visualization tool that helps in building reports and dashboards & helps business to access the actionable insights and to take better decisions.

Its faster, cost effective, effort saving, accurate in reporting & analysis, which helps business to act quickly and take informed decisions.

Power-BI is equipped with various types of visualizations that an analyst uses to build & showcase the insights, it also has integration with other tools like Teams, Power Apps, Power Automate to collaborate/automate.

Power BI is available as a Power BI Desktop application, Power BI Service (SaaS), Power BI Mobile Application.

1. Explain Descriptive analytics?

Descriptive analytics is a process of deriving insights from the Past data. It’s used to understand what has happened in the past.

1. Explain Predictive analytics?

Predictive analytics is a process of using statistical methods to predict what is likely to happen in the future, based on the trends found in the historical data using descriptive analysis.

1. Explain perspective analytics?

Prescriptive analytics is advanced level of analysis that helps to figure out what should be done. It helps to find out the optimal solutions based on Descriptive & Predictive Analysis.

1. Write five real-life questions that Power BI can solve.
2. **Insurance Domain:** Find out the top selling insurance plans in each category, life, vehicle, medical, term plans.
3. **Investigation (Police/CBI):** Find out the patterns in online frauds/cybercrime, spotlight the different aspects of target victims like age, gender, occupation, location.
4. **Hiring:** Find out the most promising campuses for hiring based on past 5 years campus hiring data.
5. **Loans:** Find out the credit worthiness and transaction pattern of customers to improve loan sanctions.
6. **Health care:** Identify the patients with chronic diseases in each category from the hospital records to provide a concessional OP & medicines through subscription plans.