

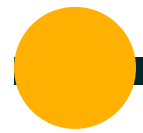


# FUNDAMENTALS OF POWER BI

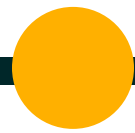
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# Power BI Overview

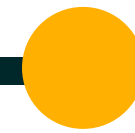
## Products or Services



Windows desktop Application is known as Power BI Desktop.



SaaS (Software as a Service) is known as Power BI Service.



Power BI Mobile apps for both iOS & android are available.



# Business Intelligence OR Power BI

## Business Intelligence

- Business Intelligence is the process where we gather/take historical or live data, analyze and visualize the data, draw profitable/understandable insights from it and finally make business decisions out of it.
- We can consider BI subset of data analysis as it also analyses and visualizes data but the main work of BI is concerned with the reporting aspects. (We becoming bridge b/w data & business)

## Power BI

- Power BI is a tool which uses BI. We import data in Power BI, analyze & visualize it, so that we can make attractive & easy to understand dashboards – which make us to draw insights from it and make business better. Used extensively for creating & sharing reports.

# Components of Power BI



## 01- POWER QUERY

a data connection tool that lets you transform, combine, and enhance data from several sources.

## 02- POWER PIVOT

a data modelling tool for creating data models

## 03- POWER VIEW

a data visualization tool that generates interactive charts, graphs, maps, and other visuals

## 04- POWER MAP

another visualization tool for creating immersive 3D visuals

## 05- POWER Q&A

a question-and-answer engine that lets you ask questions about your data in plain language.

# Key Benefits of Power BI

- BUSINESSES CAN INPUT HUGE QUANTITIES OF DATA INTO POWER BI THAT MANY OTHER PLATFORMS WOULD STRUGGLE TO PROCESS
- BUILT-IN MACHINE LEARNING FEATURES CAN ANALYZE DATA AND HELP USERS SPOT VALUABLE TRENDS AND MAKE EDUCATED PREDICTIONS
- INFORMATION CAN BE VISUALIZED USING POWERFUL TEMPLATES TO ALLOW BUSINESSES TO BETTER MAKE SENSE OF THEIR DATA
- POWER BI IS CLOUD-BASED, SO USERS GET CUTTING EDGE INTELLIGENCE CAPABILITIES AND POWERFUL ALGORITHMS THAT ARE UPDATED REGULARLY
- POWERFUL PERSONALIZATION CAPABILITIES ALLOW USERS TO CREATE DASHBOARDS SO THEY CAN ACCESS THE DATA THEY NEED QUICKLY
- ALERTS CAN BE SET UP ON KPIS TO KEEP USERS UP TO DATE IMPORTANT METRICS AND MEASUREMENTS.
- POWER BI HAS AN INTUITIVE INTERFACE THAT MAKES IT FAR MORE USER-FRIENDLY AND EASY TO NAVIGATE THEN COMPLEX SPREADSHEETS
- WITH DATA SECURITY A MASSIVE TALKING POINT FOR MODERN BUSINESSES, POWER BI ENSURES DATA IS SAFE, OFFERING GRANULAR CONTROLS ON ACCESSIBILITY BOTH INTERNALLY AND EXTERNALLY.



# Use Cases Of Power BI

SALES, PROFITS,  
REVENUE  
ANALYSIS

CUSTOMER  
SERVICE,  
RETENTION &  
HEALTH

MARKETING

HR & TALENT  
ACQUISITION

FINANCIAL  
REPORTING





# Thank you!

