

Course Code : 3040243206

Course Name: Fundamental of Power BI

Unit No: 1

Unit Name: Introduction of BI and Power BI

SEMESTER: 4

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Introduction to Business Intelligence

Business intelligence (BI) is the process of collecting, cleaning, analyzing, and interpreting data to gain insights and make better business decisions. BI tools help companies understand their customers, markets, and operations, and identify opportunities for improvement.



Introduction to Power BI

What is Power BI?

Power BI is a business intelligence and data visualization tool that helps you analyze data and create interactive reports and dashboards. It's a popular choice for businesses of all sizes due to its user-friendly interface, powerful features, and affordable pricing.

Power BI Features

Power BI allows you to connect to various data sources, clean and transform data, create interactive visualizations, and share insights with your team. It's a versatile tool that can be used for various business needs, from sales and marketing to finance and operations.

Traditional BI Vs. Power BI

Traditional BI

Business user gathers requirements for a report/dashboard.

User submits request to IT.

IT extracts the data and loads it into a data warehouse for analysis.

IT creates data model.

User approves report or dashboard, or requests changes.

Self-Service BI

IT team gathers user requests for self-service tool.

































Self-service tools provide business users with easy access to data.

Business user accesses data directly.

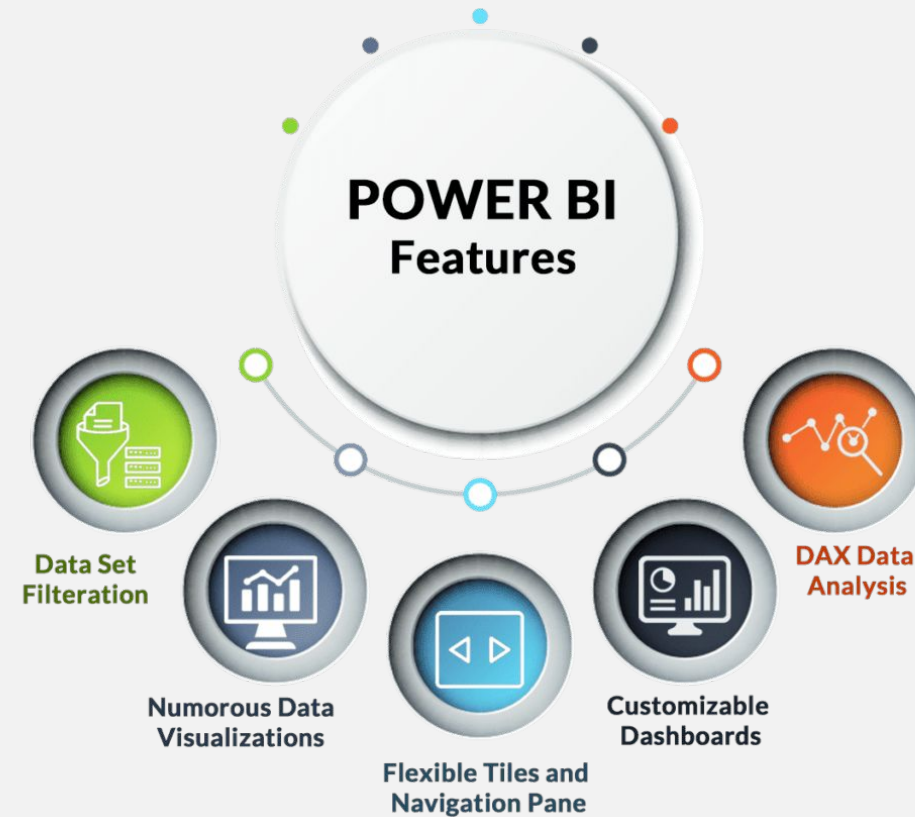
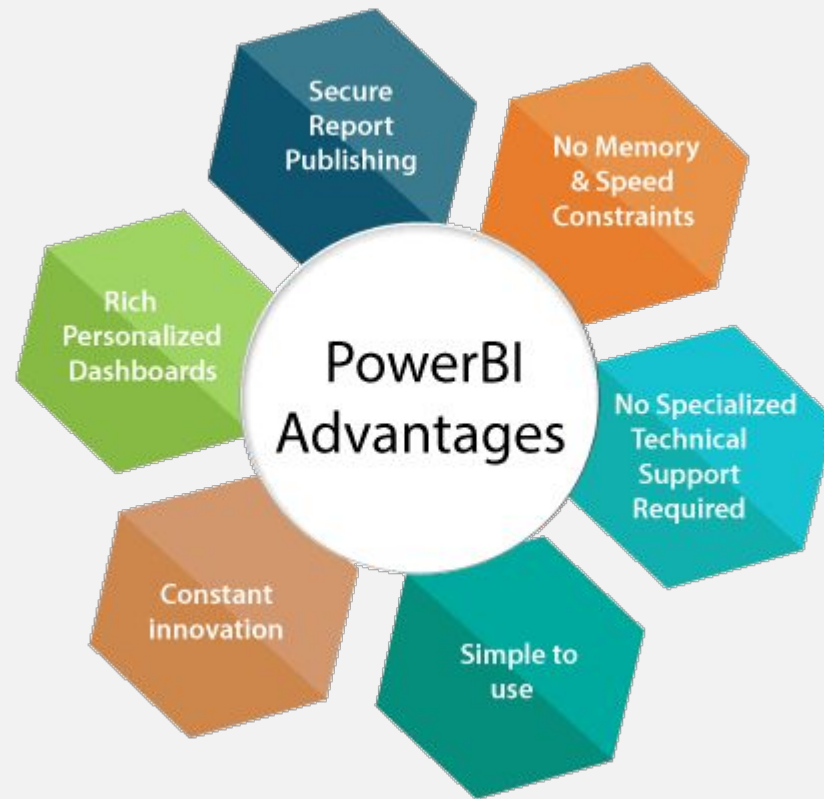
Business user prepares data to include.

Business user creates data model.

Power BI vs. Tableau vs. QlikView

Power BI vs Tableau vs Qlik Sense Quick Comparison by Polestar			
Features	 Power BI	 + a b e a u	 Qlik
Owned by	Microsoft	Salesforce	Qlik
 Data Visualization		 Best	
 Data Connectivity	 Best	 Best	
 Data Querying			
 Data Management - ETL			 Best
 Data Security			
 Natural language Processing	 Best		 Best
 Ease of learning	 Best		
 Free Version	Power BI Desktop	Tableau Public	Qlik Sense Cloud

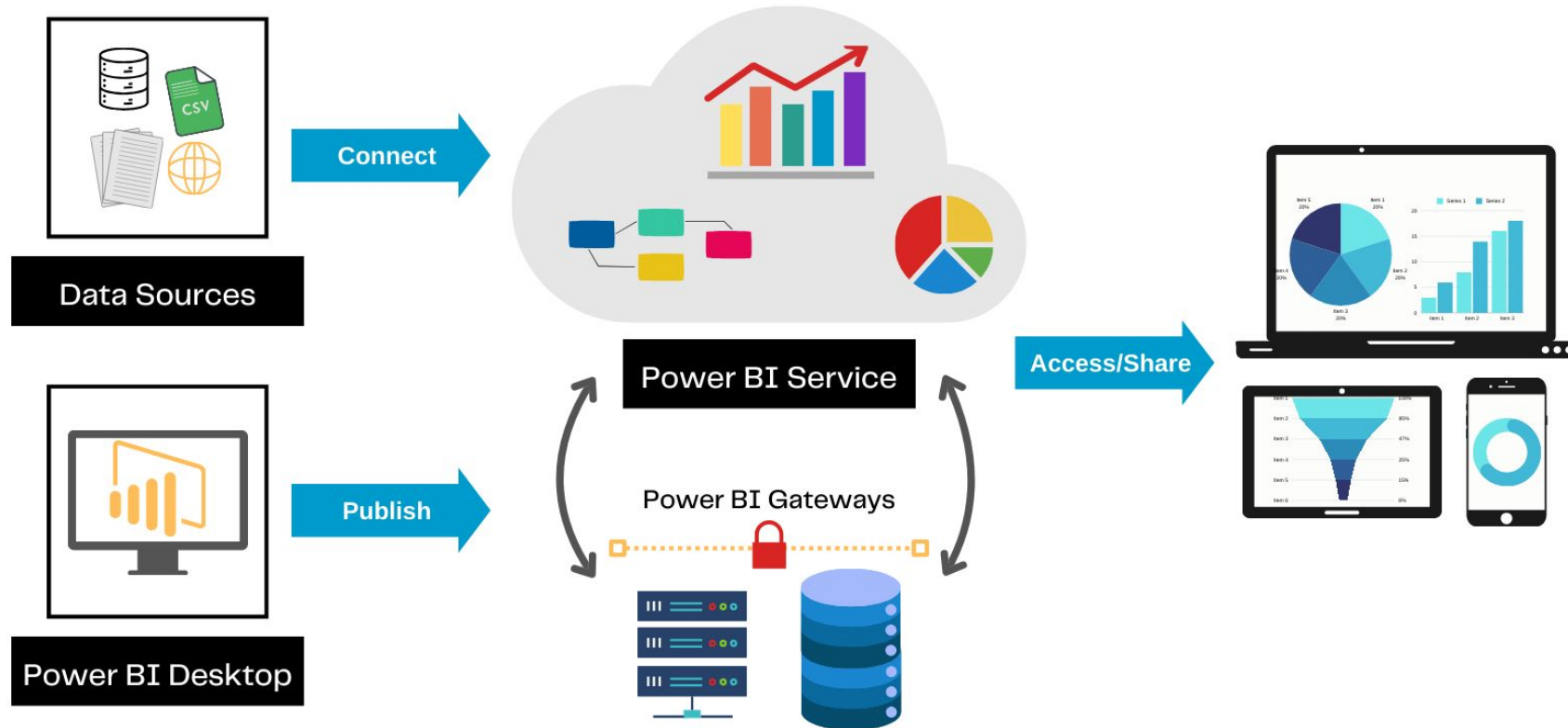
Uses of Power BI



Basic Components of Power BI



Power BI Architecture



Power BI Usecases



Comparison of Power BI Versions

	Power BI Pro Full Version	Power BI Premium Requires Power BI Pro Best for organizations with large data sets and many users
Cost	PER USER \$10 / month	PER USER \$20 / month
Capacity	10 GB Upload up to 10 GB of data to the Power BI Cloud	PER CAPACITY from \$4,995 / month
Licensing	Per person, unlimited	License the capacity of your dashboards, datasets, and reports + Exclusive utilization of predetermined computing power
Features	Visualize Data Live Dashboards and Reports Share Insights across Organization Collaborate across Organization	All users, unlimited Unlimited Features of Pro PLUS Accelerate Access to Insights Unlock Self-service Data Prep for Big Data Simplify Data Management Access at Enterprise Scale Features of Pro and Premium WITHOUT per-user licenses Dedicated Cloud Compute and Storage Resource

Data Sources in Power BI Desktop

Connect to what matters to you

Excel spreadsheets, on-premise data sources, Hadoop datasets, streaming data, and cloud services: Power BI integration brings together all your data so you can start analyzing it in seconds.



Access



Active Directory



Acumatica

Acumatica



Adobe Analytics



SQL Server Analysis
Services



appFigures



Azure Audit Logs



Azure Mobile
Engagement



Azure SQL Data
Warehouse



Azure SQL Database



Circuit ID



comScore



Excel



Exchange



GitHub



Google Analytics



HDFS



HDInsight



IBM DB2



MailChimp



Mandrill



Marketo

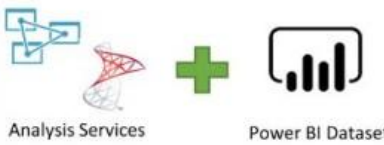





Microsoft Dynamics
Marketing



Microsoft Dynamics
NAV

Power BI Connectivity Types

		Connectivity Types			
		LiveConnection	DirectQuery	Import	Composite
		<ul style="list-style-type: none"> For Enterprise Solutions No data stored in memory Full Reporting No data transformation No data modelling High-performing Data stored at source Queries sent to source No refresh required 	<ul style="list-style-type: none"> Full Reporting No data stored in memory No data transformation Limited data modelling Lower-performing Data stored at source Queries sent to source No refresh required 	<ul style="list-style-type: none"> Full Reporting No data stored in memory Full data transformation Full data modelling High-performing Data stored in Power BI Queries not sent to source Refresh required Supports Q&A & Quick Insights 	<ul style="list-style-type: none"> Combine DQ & Import Larger volumes of data No Analysis Services
Component stored within	Data Source				
	Power BI	