**Power BI Assignment 1**

1. What do you mean by BI? Explain.

The main aim of **Business intelligence** (BI) is to help organizations to make more data-driven decisions. BI essentially parses data and produces reports and information. BI achieves this by combining business analytics, data mining, data visualization, data tools and infrastructure.

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

Power BI is a business analytics solution that lets you visualize the data and share the insights to the concern stakeholders and the business owners. Power BI begins by connecting to data sources and building a report in Power BI Desktop. Then the report is published from the Power BI Desktop to the Power BI service, and shared it so that end users (Analysts) in the Power BI Service and Mobile Devices can view and interact with the report. Utilizing the pattern and trend from the data in report / dashboard, the analysts can make meaningful decisions.

1. Explain Descriptive analytics?

Descriptive analytics is the process of parsing historical data to better understand the changes that have occurred in a business. It basically answers the “What happened” question by using BI tools and visualizations. Descriptive analytics can help to identify the areas of strength and weakness in an organization. Examples of descriptive analytics include KPIs such as year-on-year percentage sales growth, revenue per customer and the average time customers take to pay bills.

1. Explain Predictive analytics?

Predictive analytics analyses the current and historical facts to make predictions about future or otherwise unknown events. Statistical and modelling techniques are utilized to make predictions about future outcomes. This allows businesses and investors to make appropriate decisions to take advantage of possible future events. Predictive analysis can also be used to improve operational efficiencies and reduce risk. Examples include weather forecast, healthcare etc.

1. Explain perspective analytics?

It is a type of analytics which examines data to answer the questions such as “What should be done?” or “What can we do to make something happen?”. Prescriptive analytics essentially provide organizations with recommendations around optimal actions to achieve business objectives like customer satisfaction, profits and cost savings. It can be used to make decisions on any time horizon, from immediate to long term. Examples include dynamic ticket pricing for airlines, investment decisions, lead scoring etc.

1. Write five real-life questions that PowerBi can solve.

The five questions which the PowerBi can solve are:

* Access to multiple and various datasources
* Excessive time spent in preparing presentations
* Requirement of separate modelling tool
* Different type of charts
* Sharing and collaborating