1. What do you mean by BI? Explain.

Ans: - Business intelligence (BI) ingests business data and presents it in user-friendly views such as reports, dashboards, charts, and graphs. BI helps users draw conclusions from data analysis.

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

Ans: - Power-Bi plays a very important role in data analysis and BI because all the reports and dashboards are made with power visualization tool power bi is one of them. In power bi we can do transform the data according to the business case with the help of DAX query.

1. Explain Descriptive analytics?

Ans: - Descriptive analytics is the most basic and common type of analytics that companies use. It summarizes and highlights patterns in current and historical data.

Descriptive analytics is used to produce reports, KPIs and, business metrics that enable companies to track performance and other trends.

1. Explain Predictive analytics?

Ans: - Predictive analytics is the use of data to predict future trends and events. It uses historical data to forecast potential scenarios that can help drive strategic decisions.

1. Explain perspective analytics?

Ans: - Prescriptive analytics is a process that analyzes data and provides instant recommendations on how to optimize business practices to suit multiple predicted outcomes. In essence, prescriptive analytics takes the “what we know” (data), comprehensively understands that data to predict what could happen, and suggests the best steps forward based on informed simulations.

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

Customer Churn Analysis.

Product Sales Data Analysis.

Marketing Campaign Insights Analysis.

Financial Performance Analysis.

Healthcare Sales Analysis.