HOW POWER BI IS USEFUL FOR DATA ANALYSTS

HIGHLIGHTS

- Power BI is a business analytics service provided by Microsoft that allows you to analyze and visualize data from a variety of sources.
- Power BI has a variety of visualizations and charts that can be used to represent data in a way that is easy to understand and analyze.
- Power BI can be integrated with other Microsoft tools such as Excel, SharePoint, and Teams.
- Power BI offers advanced features such as machine learning, natural language queries, and artificial intelligence capabilities, which can help you gain deeper insights from your data.

Why Data Analysts use POWER BI ?

1. **Data Import and Transformation:** Power BI allows data analysts to import data from various sources and transform the data using the Query Editor. This is a crucial step in preparing data for analysis.

2. **Data Modeling:** Data modeling involves creating relationships between tables and creating calculated columns and measures. This allows data analysts to create meaningful insights from data.

3. **Visualizations:** Power BI has a wide range of visualizations, charts, and graphs that can be used to represent data in a way that is easy to understand and analyze. Data analysts can choose the appropriate visualization based on the data and insights they want to convey.

4. **DAX Formulas:** Data Analysis Expressions (DAX) is a formula language used in Power BI to create calculated columns and measures. Data analysts can use DAX formulas to create custom calculations and perform complex data analysis.

5. **Collaboration and Sharing:** Power BI allows data analysts to collaborate and share their reports and dashboards with others. This can be done through the Power BI service or by embedding reports in other applications.

6. **Data Security:** Power BI provides data security features such as row-level security, role-based access control, and data encryption. Data analysts can ensure that sensitive data is

only accessible to authorized users.

7. **_Data Refresh_:** Power BI allows data analysts to schedule data refreshes for reports and dashboards. This ensures that the data is up-to-date and accurate.
8. **_Integration with other tools_:** Power BI can be integrated with other Microsoft tools such as Excel, SharePoint, and Teams. This allows data analysts to leverage their existing workflows and tools for data analysis.

Top Features of POWER BI

- **_Data Visualization_:** Power BI offers a variety of data visualization options including charts, graphs, and maps. These visualizations can be customized to suit individual needs.
- **_Data Modeling_:** Power BI allows users to create relationships between tables and define calculated columns and measures using Data Analysis Expressions (DAX).
- **_Data Connectivity_:** Power BI supports a wide range of data sources including Excel spreadsheets, SQL Server databases, and cloud-based services such as Salesforce and Google Analytics.
- **_Collaboration_:** Power BI offers collaboration features such as the ability to share dashboards and reports with others, and to work collaboratively on reports and datasets.
- **_Mobile Accessibility_:** Power BI is available on mobile devices, allowing users to access data and reports from anywhere.
- **_Natural Language Querying_:** Power BI includes a feature called Q&A that allows users to ask questions in natural language and receive answers in the form of data visualizations.
- **_Machine Learning_:** Power BI includes machine learning capabilities such as clustering, forecasting, and sentiment analysis, allowing users to gain deeper insights from their data.

Advanced Features of POWER BI

- **_Augmented Analytics_**
- **_Cloud-based Collaboration_**
- **_Integration with Emerging Technologies_**
- **_Advanced Analytics_**
- **_Improved Natural Language Processing_**
- **_Better Data Governance_**
- **_Better Integration with Big Data_**
- **_Increased Customization_**

Learning Resources

- [ ] Microsoft Power BI Documentation: *https://docs.microsoft.com/en-us/power-bi/*
- [ ] *Power BI Guided Learning: https://docs.microsoft.com/en-us/power-bi/guided-learning/*
- [ ] Microsoft Learn: *https://docs.microsoft.com/en-us/learn/browse/?products=power-bi&WT.mc_id=powerbi-blog-dboers*
- [ ] Power BI Community: *https://community.powerbi.com/*
- [ ] *Power BI Blog: https://powerbi.microsoft.com/en-us/blog/*