1. **What do you mean by BI? Explain.**

BI is process of converting raw data into meaningful information. A set of Process, architecture and technologies that drives business actions. BI has a direct impact on organization’s strategic, tactical and operational business decisions. BI supports fact-based decision making using historical data rather than assumptions and gut feeling. BI tools perform data analysis and create reports, summaries, dashboards, maps, graphs, and charts to provide users with detailed intelligence about the nature of the business.

BI is important for :-

* Measurement: creating KPI (Key Performance Indicators) based on historic data
* Identify and set benchmarks for varied processes.
* With BI systems organizations can identify market trends and spot business problems that need to be addressed.
* BI helps on data visualization that enhances the data quality and thereby the quality of decision making.
* BI systems can be used not just by enterprises but SME (Small and Medium Enterprises)

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

* In Power BI Desktop, users can:
* Connect to data.
* Transform and model the data.
* Create charts and graphs.
* Create reports and dashboards that are collections of visuals.
* Share reports with others using the Power BI service.
* One of the main strengths of Power BI is its intuitive user interface that allows **both technical and non-technical analysts to build data visualizations and analyses efficiently**. The user-friendly drag-and-drop interface makes it easy to answer complex data-related questions without the need for programming skills.

1. **Explain Descriptive analytics?**

Descriptive analytics is the interpretation of historical data to better understand changes that have occurred in a business. Descriptive analytics describes the use of a range of historic data to draw comparisons. These measures all describe what has occurred in a business during a set period.

Or

Descriptive Analysis is the **type of analysis of data that helps describe, show or summarize data points in a constructive way such** that patterns might emerge that fulfill every condition of the data. It is one of the most important steps for conducting statistical data analysis.

1. **Explain Predictive analytics?**

Predictive analytics is a branch of advanced analytics that makes predictions about future outcomes using historical data combined with statistical modelling , data mining techniques and machine learning. Companies employ predictive analytics to find patterns in this data to identify risks and opportunities**.**

For example, if the temperature reading on a machine correlates to the length of time it runs on high power, those two combined readings may put the machine at risk of downtime.

1. **Explain perspective analytics?**

Prescriptive analytics is a type of data analytics—the use of technology to help businesses make better decisions through the analysis of raw data. Specifically, prescriptive analytics factors information about possible situations or scenarios, available resources, past performance, and current performance, and suggests a course of action or strategy. It can be used to make decisions on any time horizon from immediate to long term.

For example, **a manufacturing company could draw on more than company data**. It could leverage both historical and customer industry trends and predictions, and general economic predictive analytics. The power of the cloud is pushing prescriptive analytics into new, exciting possibilities every day.

1. **Write five real-life questions that Power BI can solve.**

* Waiting On Figures.
* Using Data From Old Reports. ...
* Excessive Time Spent Preparing For Presentations. ...
* Being Unable To Find Specific Data Sets. ...
* Not Being Able To Determine Your Level Of Success.