Visualize Analyze Empower

From Data to Decisions with Power BI

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What is Business Intelligence?

- BI(Business Intelligence) is a set of processes, architectures, and technologies that convert raw data into meaningful information that drives profitable business actions.

- Business Intelligence (BI) is a combination of business analytics, data mining, data visualization, data tools and best practices to help organizations make more data-driven decisions.

What is Microsoft Power BI?

- ► Power BI is an interactive data visualization software product.

- ► Developed by Microsoft with a primary focus on business intelligence. It is part of the Microsoft Power Platform.

- ► It is a Business Intelligence tool which will help you to Analyse your data to Clean your data and Convert your data into visual format.

- ► Power BI is a collection of components like Power BI Desktop, Power BI Service, Power Query, and so on.

What is Power Query?

- ► Power Query is a data transformation and data preparation engine.

- ► Power Query is an ETL tool (Extract Transfer Load).

- ► A Power query helps you to clean, summarize and filter data in a table.

- ► Perform calculations.

What is Power BI Desktop?

► Power BI Desktop is a free, powerful data analysis and report-building tool by Microsoft used to:

  ► Connect to various data sources (Excel, SQL, web, etc.)
  ► Transform and clean data using Power Query Editor
  ► Model data by creating relationships, calculated columns, and DAX measures
  ► Visualize insights with interactive charts, graphs, and dashboards
  ► Publish reports to the Power BI Service for sharing and collaboration

► It's the primary development environment for building end-to-end BI solutions before sharing them in the cloud.

What is Power BI service?

- ► Power BI Service(powerbi.com) is an online service hosted on azure cloud where you can show your dashboard/report and share with your group member.

- ► It enables collaboration, scheduled data refresh, and access from any device.

Power BI Desktop vs Power BI Service.

Power BI Desktop

- The desktop allows you to connect to different types of data sources and then transform it in a data model.

- A Windows desktop application called Power BI Desktop.

- Multiple Data Sources.

- More Features.

Power BI Service

- The Power BI Service is the cloud-based service where users view and interact with the reports.

- An online SaaS service is called the Power BI service.

- Limited Data Sources.

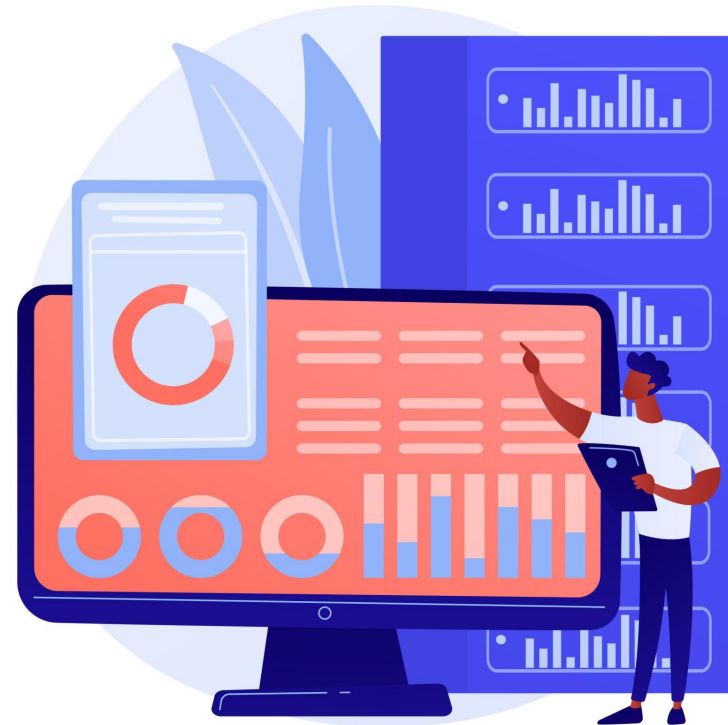- Less Features as Compared to Power BI Desktop.

Features Of Power BI?

- It is a business analytics solution that lets you visualize your data and share insights across your organization.

- Embed your Visuals in Applications or Websites.

- Perform 1200 functions and can create approximately 280 visuals and charts.

- You can import data from 100 different data sources.

Different Between Power BI, Google Data Studio and Tableau.

Google Data Studio	Power BI	Tableau
Free	Free for Desktop $10 per user for server	$70 for Desktop $12+ per user for server
Good for online data especially google analytics & google Adwords.	Better Visualizations and easy to start with powerful data transformation capability.	Easy to explore data based on grammar or graphics.
Backed by google ecosystem.	Can Connect 100+ Different Sources and 250+ Different Visuals.	Long legacy and widely adopted.
Community support & Fastest data refresh.	Good community support.	Strong community support.

The Business Analyst Role

1. Get Data
2. Analyze
3. Visualize
4. Publish
5. Collaborate

Easy To Get Started.

Microsoft Power BI

https://powerbi.microsoft.com/en-us/desktop/

(OR)

Download it from Windows Microsoft Store

► Benefits from continuous updates and community-driven innovation.

► Streamlined for no-codes advanced analytics.

► Built-in intelligence to speed up your analysis.

► Automatic updates from windows store.