**What is Power BI Desktop?**

Power BI Desktop is a free application you install on your local computer that lets you connect, transform, and visualize your data. With Power BI Desktop, you can connect to multiple different sources of data, and combine them (often called modelling) into a data model. This data model lets you build visuals, and collections of visuals you can share as reports, with other people inside your organization. Most users who work on business intelligence projects use Power BI Desktop to create reports, and then use the Power BI service to share their reports with others.

The most common uses for Power BI Desktop are as follows:

* Connect to data
* Transform and clean that data, to create a data model
* Create visuals, such as charts or graphs, that provide visual representations of the data
* Create reports that are collections of visuals, on one or more report pages
* Share reports with others by using the Power BI service

People most often responsible for such tasks are often considered *data analysts* (sometimes referred to as *analysts*) or business intelligence professionals (often referred to as *report creators*). However, many people who don't consider themselves an analyst or a report creator use Power BI Desktop to create compelling reports, or to pull data from various sources and build data models, which they can share with their co-workers and organizations.

There are three views available in Power BI Desktop, which you select on the left side of the canvas. The views, shown in the order they appear, are as follows:

* **Report**: In this view, you create reports and visuals, where most of your creation time is spent.
* **Data**: In this view, you see the tables, measures, and other data used in the data model associated with your report and transform the data for best use in the report's model.
* **Model**: In this view, you see and manage the relationships among tables in your data model.

**What is Power BI Pro?**

Power BI Pro is the full version of Power BI, which means it comes complete with the ability to use Power BI for both building dashboards, reports and unlimited viewing, sharing and consumption of your created reports (and reports shared by others) which is not possible with Power BI Desktop.

Power BI Pro is an individual user license that lets users read and interact with reports and dashboards that others have published to the Power BI service. Users with this license type can share content and collaborate with other Power BI Pro users. Only Power BI Pro users can publish or share content with other users or consume content that's created by others, unless a Power BI Premium capacity hosts that content.

**Benefits**

* Ability to embed Power BI visuals into apps (PowerApps, SharePoint, Teams, etc)
* Native integration with other Microsoft solutions (Azure Data Services)
* Share datasets, dashboards, and reports with other Power BI Pro users.
* Can create App Workspaces and peer-to-peer sharing.

## **What is Power BI Premium?**

The Power BI Premium licence is not a per-user licence like a Free or Pro Licence. Instead, Power BI Premium licence provides a dedicated unit of capacity for all users in the organisation. This dedicated capacity (aka Premium Workspace) can be used to host large datasets up to 50GB while offering a total storage of 100TB in the cloud.

It enables your organization to use your own dedicated capacity and hardware rather than relying on Microsoft’s shared capacity. Although you will in fact need to determine said capacity accurately and ensure that it has the capabilities to handle your reporting and analysis needs. This allows for much larger scale and better performance if you size the capacity properly. Microsoft offers three sizes for Premium capacity and each come with a different number of v-cores and memory size.

**Price:**

* **Power BI Desktop**: This offering is free to any single user and includes data cleaning and preparation, custom visualizations and the ability to publish to the Power BI service.
* **Power BI Pro**: The Pro plan costs $9.99/user/month. It includes data collaboration, data governance, building dashboards with a 360-degree real-time view and the ability to publish reports anywhere. Users can try it a free trial for 60 days before purchasing the subscription.
* **Power BI Premium:** The Premium plan starts at $4,995 a month per dedicated cloud compute and storage resource.

