**Executive Summary**

This solution provides a comprehensive Power BI architecture for analysing global population, urbanisation, and income inequality data to support investment expansion decisions for a global investment management company.

This diagram illustrates a standard workflow in **business intelligence (BI)**, specifically using tools like Microsoft's **Power BI**. It shows the process of transforming raw data into actionable insights.

**Data Sources → 4 CSV Files**

This initial stage represents the raw data. In this case, the data originates from four separate Comma-Separated Values (CSV) files. These files are the foundational inputs for the entire process.

**Power Query → Transform**

The data from the CSV files is then loaded into **Power Query**. Power Query is a data connection and transformation tool. Here, the raw data is cleaned, shaped, and prepared for analysis. This "Transform" step can involve:

* **Cleaning data:** Removing errors, duplicates, and inconsistencies.
* **Shaping data:** Unpivoting columns, splitting columns, and changing data types.
* **Combining data:** Merging or appending data from the multiple CSV files.

**Data Model → Star Schema**

After transformation in Power Query, the data is loaded into a **Data Model**. The diagram specifies that this model is structured as a **Star Schema**. This is a common and efficient way to organise data for analysis. A star schema consists of:

* **Fact Table:** A central table containing quantitative data (the "facts" or measures).
* **Dimension Tables:** Several smaller tables that connect to the fact table, containing descriptive attributes (the "dimensions" like time, products, or locations).

This structure is optimised for fast querying and easy-to-understand analytics.

**Visualisations → Analytics**

With a well-structured Data Model, the next step is to create **Visualisations**. This involves building charts, graphs, maps, and tables to represent the data visually. These visualizations are the core of the **Analytics** process, allowing users to explore the data, identify trends, and uncover patterns that wouldn't be apparent from raw numbers alone.

**Dashboard → Business Insights**

Finally, the various visualizations are assembled into a **Dashboard**. A dashboard provides a comprehensive, at-a-glance view of key performance indicators (KPIs) and metrics. The ultimate goal of the dashboard is to deliver **Business Insights**—actionable knowledge that can inform strategic decisions and drive business improvements.