

What is Power BI?

Power BI is a business analytics solution. That visualize your data and share insights across your organization, or embed them in your app or website. Connect to hundreds of data sources and bring your data to life with live dashboards and reports.

See your data in new ways

Make informed decisions quickly. Connect, model, and then explore your data with visual reports that you can collaborate, publish, and share. Power BI integrates with other tools, including Microsoft Excel, so you can get up to speed quickly and work seamlessly with your existing solutions.

Create

Connect to your data wherever it lives. Then explore your data with stunning interactive visualizations.

Collaborate and share

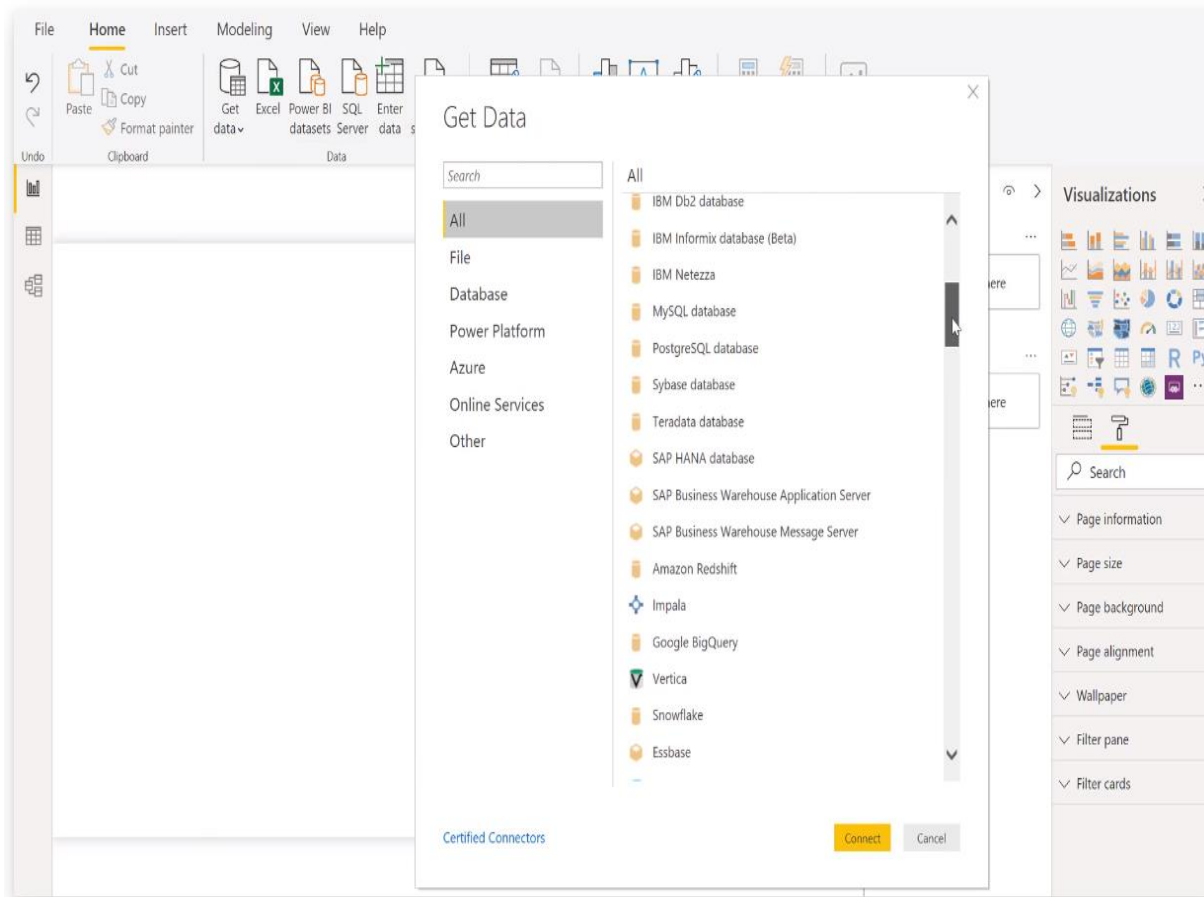
Publish reports and dashboards, collaborate with your team, and share insights inside and outside of your organization.

Access insights from anywhere

Take action with seamless access to insights from your desk or while on the go with Power BI apps built by Microsoft, our partners and your organization.

Go from data to insights in minutes with Power BI Desktop

- Connect to hundreds of data sources on premises and in the cloud.
- Use Power Query to simplify data ingestion, transformation, integration, and enrichment.
- Create reports using built-in visuals, or create your own custom visuals.

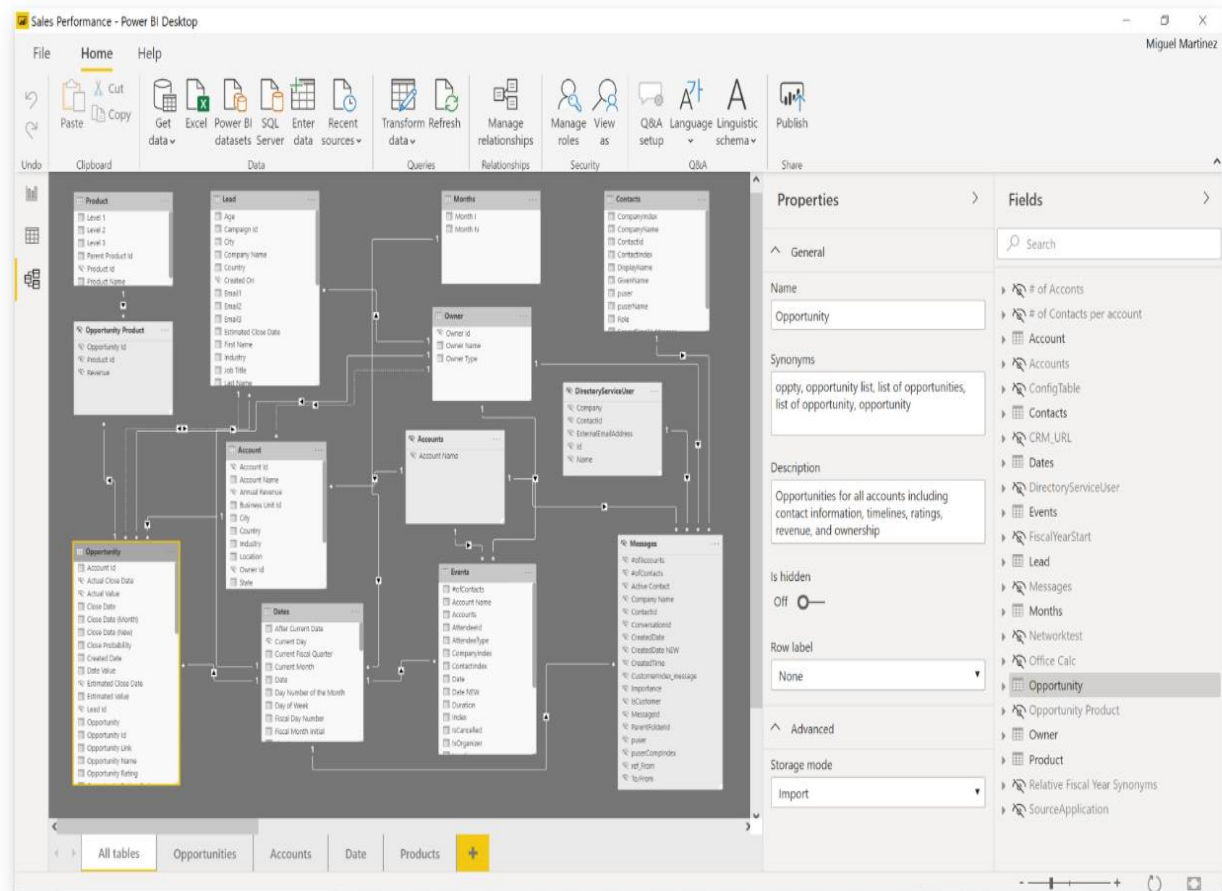


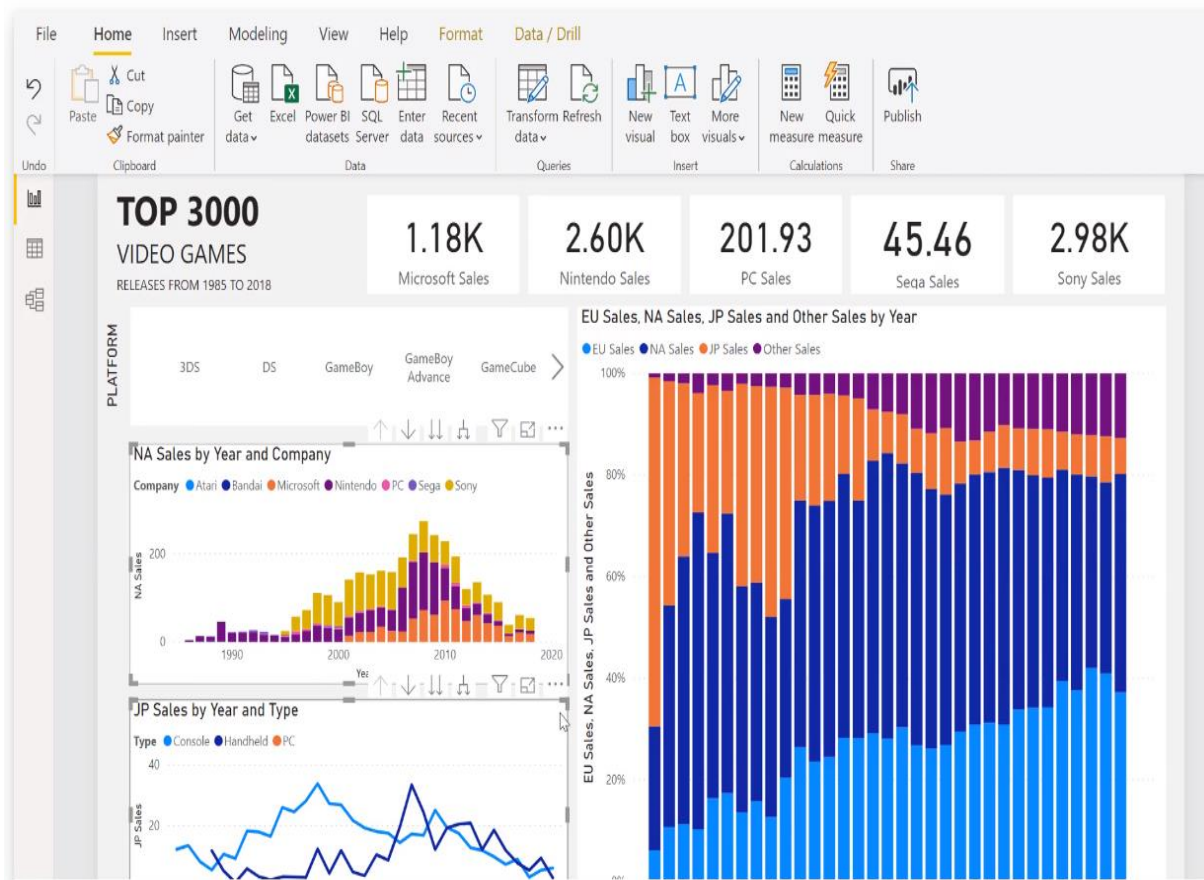
Connect to your data, wherever it is

Access data from hundreds of supported on-premises and cloud-based sources, such as Dynamics 365, Salesforce, Azure SQL DB, Excel, and SharePoint. Ensure it's always up to date with automated, incremental refreshes. Power BI Desktop enables you to develop deep, actionable insights for a broad range of scenarios.

Prep and model your data with ease

Save time and make data prep easier with data modeling tools. Reclaim hours in your day using the self-service Power Query experience familiar to millions of Excel users. Ingest, transform, integrate, and enrich data in Power BI.



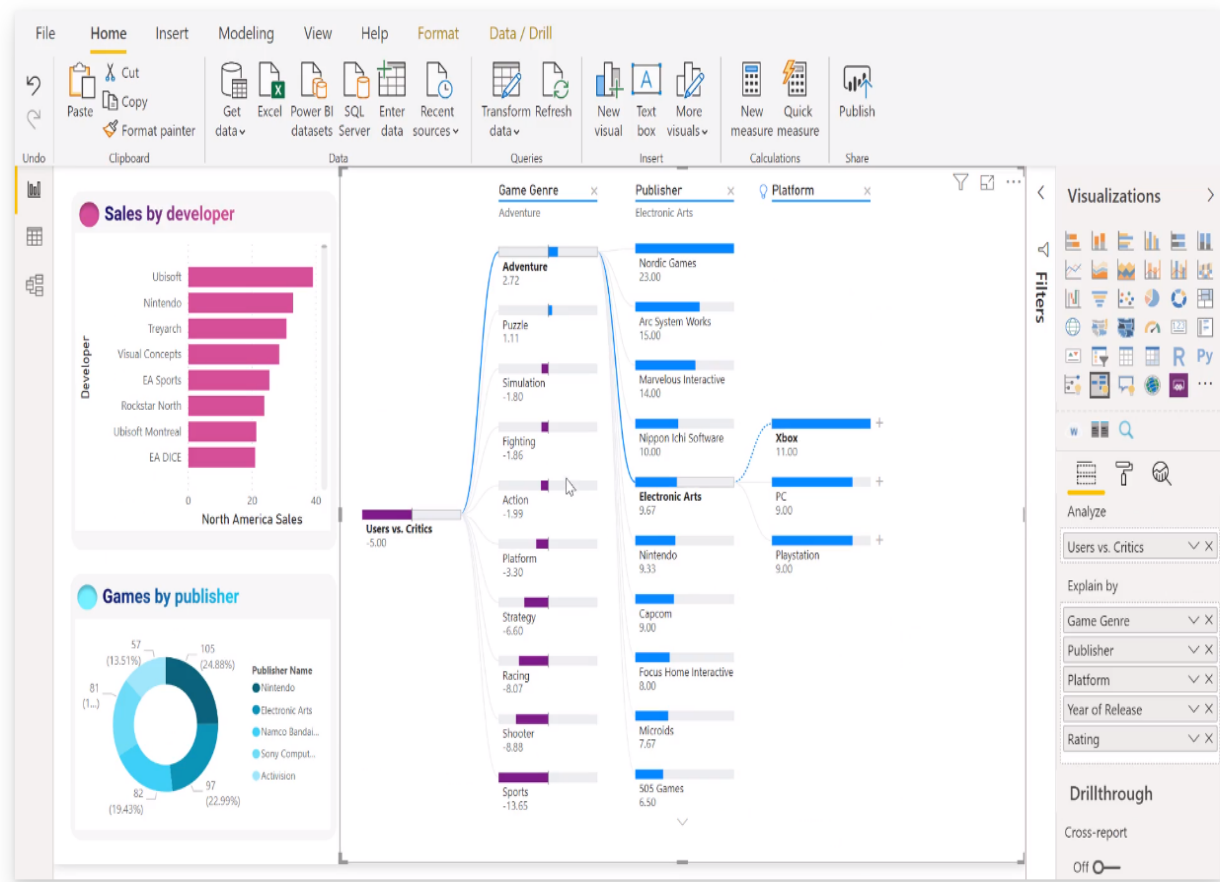


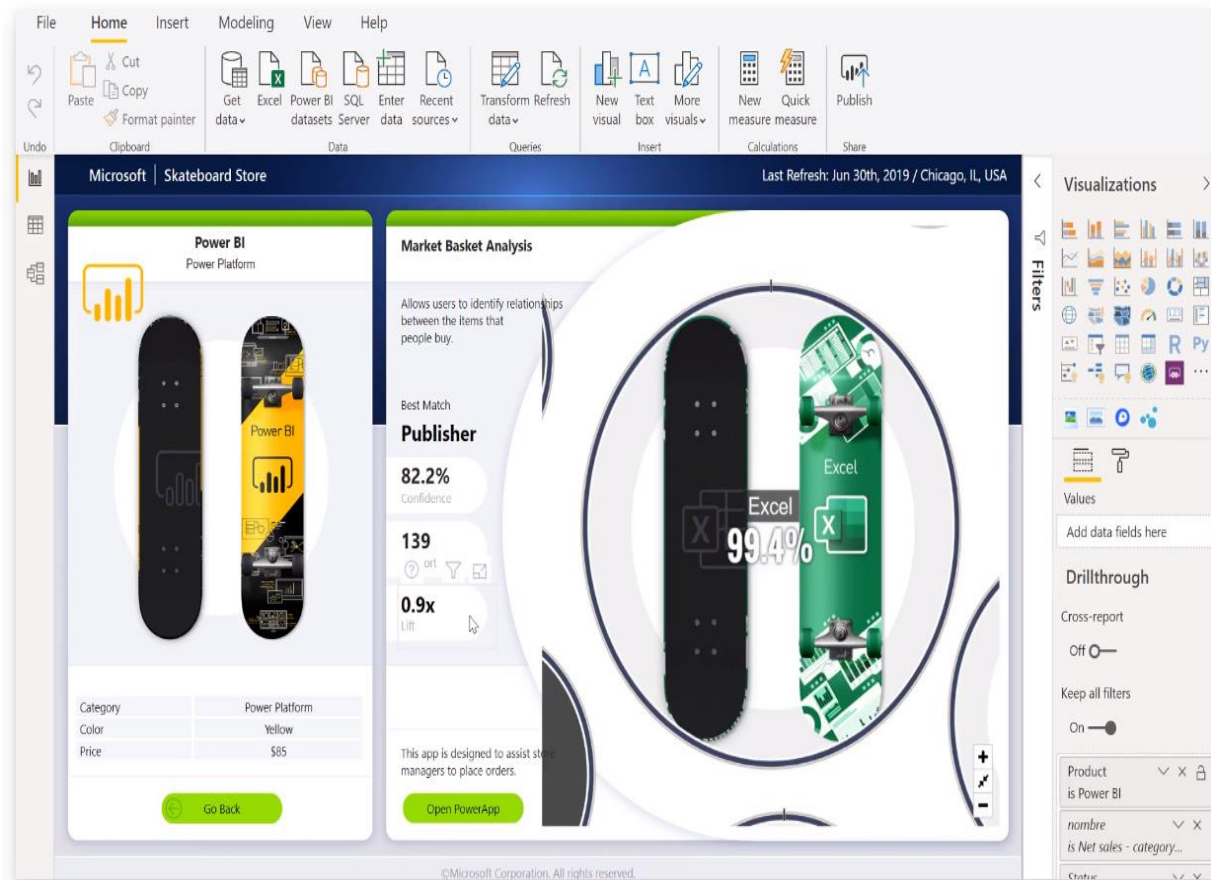
Provide advanced analytics with the familiarity of Office

Dig deeper into data and find patterns you may have otherwise missed that lead to actionable insights. Use features like quick measures, grouping, forecasting, and clustering. Give advanced users full control over their model using powerful DAX formula language. If you're familiar with Office, you'll feel at home in Power BI.

Deepen your data insights with AI-driven augmented analytics

Explore your data, automatically find patterns, understand what your data means, and predict future outcomes to drive business results. The new AI capabilities—pioneered in Azure and now available in Power BI—require no code, enabling all of your Power BI users to discover hidden, actionable insights and drive more strategic business outcomes.



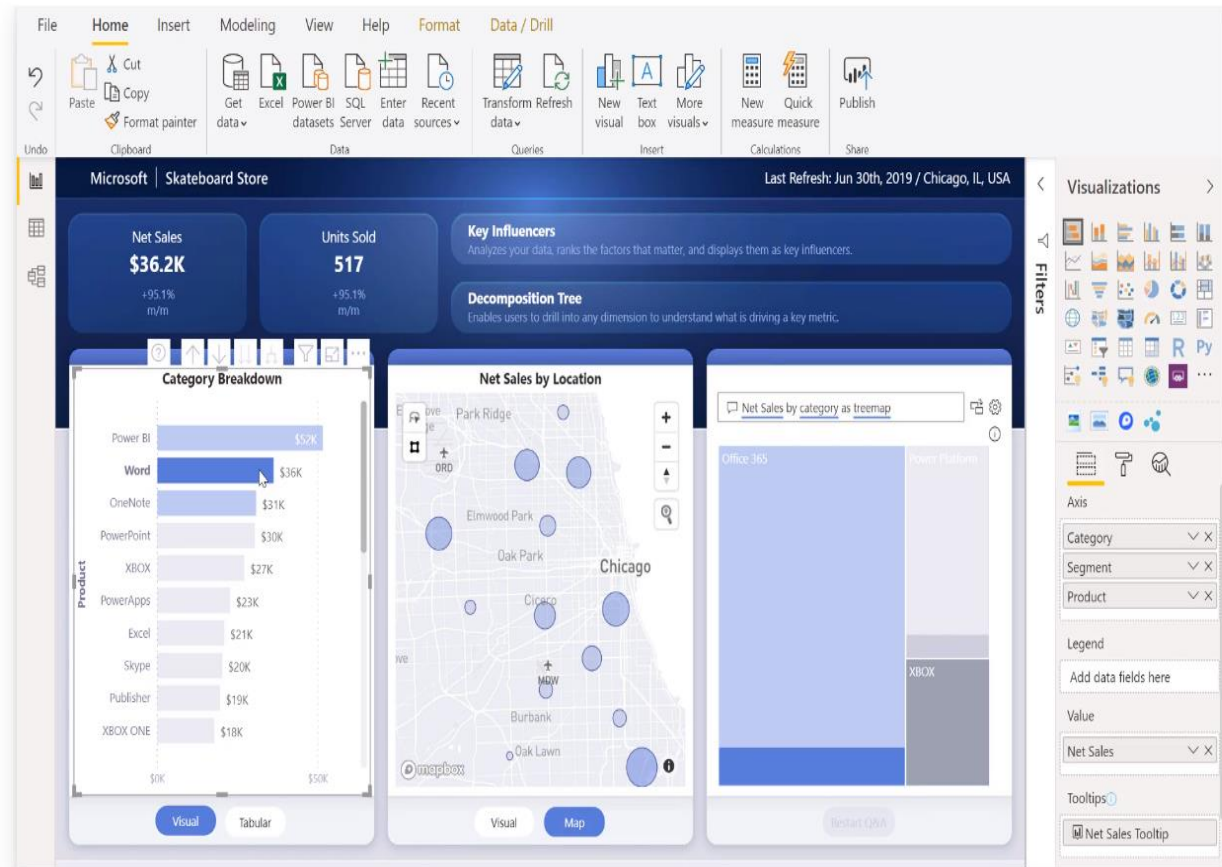


Create interactive reports customized for your business

Create stunning reports with interactive data visualizations. Tell your data story using a drag-and-drop canvas and hundreds of modern data visuals from Microsoft and partners—or create your own, using the Power BI open source custom visuals framework. Design your report with theming, formatting, and layout tools.

Author for everyone, anywhere

Get visual analytics to the people who need it. Create mobile-optimized reports for viewers to consume on the go. Publish from Power BI Desktop to the cloud or on-premises. Embed reports created in Power BI Desktop into existing apps or websites.



Use Power BI Pro to create a data culture in your organization.

- Collaborate with users in every role across your organization.
- Publish real-time content that users can access in the office or on the go.
- Centrally manage your organization's business intelligence.

Power BI Premium lets you distribute reports without purchasing individual licenses.

- Share content broadly inside and outside of your organization.
- Scale when you're ready, with even more capacity allocated exclusively to you.
- Enjoy the flexibility and easy deployment that only comes with a true SaaS service.

Power BI Pro and Power BI Premium Costs:

The image is a comparison of two Power BI licensing options: Pro and Premium. It is divided into two main columns. The left column is for Power BI Pro, and the right column is for Power BI Premium. Each column has a header question, a list of features, a price card, and a call-to-action button.

Power BI Pro	Power BI Premium
<p>Do you need self-service BI?</p> <p>Choose Power BI Pro</p> <ul style="list-style-type: none">• Self-service and modern BI in the cloud• Collaboration, publishing, sharing, and ad-hoc analysis• Fully managed by Microsoft	<p>Do you need advanced analytics, big data support, and on-premises and cloud reporting?</p> <p>Add Power BI Premium</p> <ul style="list-style-type: none">• Enterprise BI, big data analytics, cloud and on-premises reporting• Advanced administration and deployment controls• Dedicated cloud compute and storage resources• Allows any user to consume Power BI content
<p>Power BI Pro</p> <p>₹660.00</p> <p>Monthly price per user</p> <p>Buy now > Try free ></p>	<p>Power BI Premium</p> <p>₹330,190</p> <p>Monthly price per dedicated cloud compute and storage resource with annual subscription</p> <p>Request a consultation ></p>

