**Power BI Assignment 1**

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

BI stands for Business Intelligence. Business intelligence (BI) is using technology to look at data and give useful information that helps bosses, managers, and workers make good decisions for the business.

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

* **Seeing Trends and Patterns**: It shows data in graphs and charts, making it easier to see trends and unusual things.
* **Reports with Pictures**: It makes reports that are easy to understand with pictures and interactive charts. This helps everyone in the business understand the data.
* **Putting Data Together**: If a business gets data from lots of places, Power BI can combine it all so it makes sense together. This helps see the big picture of what's happening.
* **Watching Things Right Now**: It can show data in real-time, which is great for industries like finance or retail where decisions need to be fast.
* **Finding What's Coming Next**: By looking at past data, it can help predict what might happen next. This helps plan for the future.
* **Making Things Work Better**: It can find problems in how things are done and suggest ways to do them better. This makes the business work more smoothly.
* **Working Together**: It helps share reports and ideas with coworkers and partners easily. This keeps everyone on the same page.
* **Looking at Data Anywhere**: It has a mobile app so people can look at data and reports on their phones or tablets, no matter where they are.
* **Avoiding Problems**: By looking at data, it can help find and fix problems before they happen. This is important for keeping the business safe.
* **Keeping Things Safe**: It has ways to keep data safe, which is important for businesses that deal with private information.
* **Understanding Customers**: It helps marketing and sales teams see how customers behave and if their plans are working. This can help find new ways to grow.
* **Using Resources Wisely**: For businesses that use a lot of materials or make things, Power BI can show how to use resources better. This helps save money.

**3. Explain Descriptive analytics?**

Descriptive analytics is about looking at data to understand what's happening right now or what has happened in the past. It's like looking at a snapshot of information to see trends, patterns, and relationships in the data. This helps people get a clear picture of how things are going at a given moment or over a specific period of time.

**4. Explain Predictive analytics?**

Predictive analytics is about using data to make educated guesses about what might happen in the future. It looks at patterns and trends from past data to predict outcomes or events that haven't happened yet. Businesses and organizations use predictive analytics to forecast trends, make decisions, and plan strategies based on these predictions. It's like using information from the past to make a good guess about what might happen next.

**5. Explain perspective analytics?**

Prescriptive analytics is about using data and algorithms to recommend actions you can take to achieve a specific goal. It goes beyond just predicting outcomes; it suggests the best course of action based on predictions. It considers various scenarios and recommends decisions that are likely to lead to the desired outcome. Businesses use prescriptive analytics to optimize processes, improve efficiency, and make informed decisions about the future. It's like having a guide that tells you not only what might happen but also what you should do about it to get the best results.

**6. Write five real-life questions that PowerBi can solve.**

1. Are we meeting our financial goals for the year?
2. How are our sales performing across different regions this quarter?
3. Which marketing campaigns are bringing in the most customers?
4. What are the current inventory levels of our products?