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

BI (Business Intelligence) is a set of processes, architectures, and technologies that convert raw data into meaningful information that drives profitable business actions. It is a suite of software and services to transform data into actionable intelligence and knowledge.

BI has a direct impact on organization’s strategic, tactical and operational business decisions. BI supports fact-based decision making using historical data rather than assumptions and gut feeling.

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

Power BI is a BI and data visualization tool that leverages visual analytics to empower people and organizations in making the most of their data. The engaging visualizations created in Power BI take the excel workflow to the next level and help stakeholders make sense of the massive amounts of data available.

1. **Explain Predictive analytics?**

Predictive analytics is a branch of advanced analytics that makes predictions about future outcomes using historical data combined with statistical modelling, data mining techniques and machine learning. Companies employ predictive analytics to find patterns in this data to identify risks and opportunities

1. **Explain perspective analytics?**

Prescriptive analytics is the process of using data to determine an optimal course of action. By considering all relevant factors, this type of analysis yields recommendations for next steps. Because of this, prescriptive analytics is a valuable tool for data-driven decision-making.

1. **Write five real-life questions that Power BI can solve.**

* Power bi can solve the problem of limited access to the data.
* With power bi tool we can get much deeper understanding of our company performance and potential opportunities.
* Power bi solutions allow building a centralized data warehouse, while creating reports becomes extremely fast and easy. Therefore, we are able to spend the time saved on making efficient decision.
* We can develop central location with the help of power bi, where all the data will be organized.
* Business intelligence can solve numerous problems, but the most obvious of them is getting actionable insights. BI services allow turning loads of information into a report, which is easy to understand. And, logically, getting actionable insights from such a report is much more possible than from multiple sources of data.