**Power BI Assignment 1**

1. Business intelligence (BI) refers to the procedural and technical infrastructure that collects, stores, and analyses the data produced by a company’s activities. It is a technology-driven process for analysing data and presenting actionable information to help corporate executives, business managers and other end users make more informed business decisions. It is the set of techniques and tools for the transformation of raw data into meaningful and useful information for business analysis purposes.
2. 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.
3. Descriptive analytics is the simplest form of data analysis, and involves summarizing a data set's main features and characteristics. Descriptive analytics focuses on summarizing and highlighting patterns in current and historical data.
4. 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.
5. Prescriptive analytics is the use of advanced processes and tools to analyze data and content to recommend the optimal course of action or strategy moving forward.
6. Real life questions

* who are the top customers of week year, month and year/
* What is average of sales of month or year?
* Which region has highest customers?
* What is growth of company throughout the year?
* What is current status of transactions ?