**Power BI Assignment 1**

1. What do you mean by BI? Explain.

*Ans: BI- Business intelligence is the combination of the technology and the System built strategies in support to derive/ in support to organization’s insight process. BI helps/ act as the Mass Business information conversion into useful output and influence in taking effective decision.*

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

*Ans: Power Bi is the most friendly BI tool for Analysts as they seems to be the advanced version of excel and provides the platform to exhibit the data activities without any threshold/ limitations. Power BI plays a vital role in Analyst’s day-to-day role upon data manipulation, Data cleaning, Data transformation, Act as ETL in Power query, Power visualization and many more as per their Licence like Pro, Service and Premium.*

1. Explain Descriptive analytics?

*Ans: Descriptive Analytics is simple yet, most used analysis process. It supports to find the insight based on the current and past data to understand the relationship/ trends and pattern in the past. It majorly depicts the ask like: What had Happened?*

*Ex: Past Vs Current Financial analysis/ Census to find the relationship among the past and current trend and pattern.*

1. Explain Predictive analytics?

*Ans: Predictive Analytics is the advanced branch of Analytics. It is the most powerful analysis and support depicting the future happenings. Most AI based apps are build under this foundation utilizing the historical data along with statistical modelling and Machine learning. This kind of analysis are majorly done by Data Scientist. It majorly depicts the ask like: What will Happen?*

*Ex: Social media ads based on the user search patterns.*

1. Explain Prescriptive analytics?

Ans: Prescriptive Analytics is the combination of Descriptive and Predictive Analysis which supports/ focus on action to be taken. *It majorly depicts the ask: What could be done?*

*Ex: Chat bots*

1. Write five real-life questions that PowerBi can solve.
2. What could we do?
3. What is the impact?
4. Where are we?
5. How could this be fixed/ replaced?
6. Why is this being caused?
7. Policies/ Announcement/ Support/ Retention/ Acquisition/ Buy etc many decisions could be taken based on the real time data ingestion into Power BI and its features like Visualization/ QnA.