1. What do you mean by BI? Explain.

ANS: Business intelligence (BI) is software that ingests business data and presents it in user-friendly views such as reports, dashboards, charts and graphs.

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

ANS: Power BI facilitates data connection, transformation, and visualisation, empowering analysts with interactive dashboards, advanced analytics integration, collaborative sharing, security, and mobile accessibility for informed decision-making.

3. Explain Descriptive analytics?

ANS: Descriptive analytics involves summarising and visualising historical data to understand past events, patterns, and trends. It provides a snapshot of what has happened to inform decision-making.

4. Predictive analytics?

ANS: Predictive analytics involves using data, statistical algorithms, and machine learning techniques to identify the likelihood of future outcomes based on historical data.

5. Explain perspective analytics? 5. Write five real-life questions that PowerBi can solve.

ANS:
- Sales Trends: Identify top-performing products and regions.
- Employee Productivity: Analyse department-wise productivity.

- Customer Behaviour: Understand buying patterns for retention strategies.
- Inventory Optimization: Minimise carrying costs while meeting demand.
- Website Analytics: Track user engagement and popular content.