**Power BI Assignment 1**

**Ans1:**

Business intelligence systems combine data collection, data storage, knowledge management, transform complex data into meaningful, actionable information that can be used to support more effective strategic, tactical, and operational insights and decision-making.

Business intelligence solutions make use of sophisticated statistics and predictive analytics to assist organisations in understanding patterns in data, forecasting future occurrences, and drawing conclusions from data analysis.

**Ans2.**

          A data visualisation application called Power BI uses visual analytics to help individuals and businesses make the most of their data. The powerful visualisations produced by Power BI advance the excel workflow and aid stakeholders in making sense of the vast amounts of data at their disposal.

**Ans 3.**

          Descriptive analytics is a process so that by using historical data and current data, one can understand the future trends and relationship. Descriptive analytics is especially useful for communicating change over time and uses trends as a springboard for further analysis to decision making.

  For example, one may count the number of visitors from each source by examining the page's traffic statistics using descriptive analytics.

**Ans 4.**

     Predictive analytics is advanced analytics that makes predictions about future outcomes using historical data combined with statistical modelling, data mining techniques. One can use predictive analytics to find patterns in this data to identify risks and opportunities.

  For example, by using predictive analytics one can predict buying behaviour in the retail industry.

Ans 5.

  Prescriptive analytics is a method that analyses data and instantly offers suggestions for how to improve company procedures to accommodate various anticipated outcomes and it suggests the best possible actions to optimise business practices.

 For example, by using prescriptive analytics one can determine staffing needs of any organisation.

**Ans 6.**

        1.finding specific data from large data volume by using power bi

        2.data quality- power bi quickly identify data quality issues and have many tools to address it.

       3. Lack of security- power bi helps secure data by using its advanced technology.

       4. One - off report that is time consuming.

       5. Unable to foresee the future trends–easily spot trends with the help of the data gathered during monitoring.