**Power BI Assignment 1**

1. What do you mean by BI? Explain.

**Ans**. BI (Business Intelligence) is a set of processes, architectures, and technologies that convert raw data into meaningful information that drives profitable business actions.

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

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

**Ans**. A Power BI application most people will be familiar with is the **dashboard**, where data is obtained from multiple sources and presented visually in charts and graphs to give a information of the company’s processes and strategies.

User interface of Power BI that allows both technical and non-technical analysts to build data visualizations and analyses efficiently.

Dashboards are great for monitoring data and telling users what is happening. However, **data stories using the Data visuals** help shape the data into a step-by-step process to explain why specific trends are happening.

1. Explain Descriptive analytics?

**Ans**. Descriptive analytics is the process of using current and historical data to identify trends and relationships. It is the simplest form of data analysis because it describes trends and relationships.

1. Explain Predictive analytics?

**Ans**. Predictive analytics is the use of data, statistical algorithms, and machine learning techniques to predict the future outcomes based on historical data.

1. Explain perspective analytics?

**Ans**. Prescriptive analytics is a form of data analytics that helps businesses make better and more informed decisions. Its goal is to help answer questions about what should be done to make something happen in the future. It analyses raw data about past trends and performance through machine learning (so very little human input, if any at all) to determine possible courses of action or new strategies generally for the near term.

1. Write five real-life questions that PowerBi can solve.

**Ans**. 1. Highest / Lowest Revenue Generating Regions

2. Monthly Trend of revenue, Which Month generated the most revenue

3. Performance of the products by Revenue and Quantity.

4. Percentage Distributions of Revenue by Region, Quantity.

5. Analysing the Recency, frequency, monetary value (RFM).