**POWER BI ASSIGNMENT 1**

1. **What do you mean by BI? Explain**

The term BI or Business Intelligence can be defined as the process of collecting, storing and analysing data to derive some meaningful insights and help in predicting trends and draw insights for proper structuring of companies activities.

Business Intelligence is a very broad term that comprises of: Data Mining, Process Analysis, Performance benchmarking, Descriptive Analysis. With the help of business Intelligence complex datasets can be processed into easily understandable visuals reports and dashboards.

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

Power BI is one of a highly intuitive business Intelligence platform that provides business users with the tools required for aggregating, analysing, visualizing and sharing data. One of the major benefits of using Microsoft Power BI as an business Intelligence platform is the ease of handling as it can be easily handled by users even with the non-technical backgrounds with a little training and the interface is also similar to Microsoft Excel.

Microsoft Power BI helps the Analysts to find insights within an organization's data. Power BI can help connect disparate data sets, transform and clean the data into a data model and create charts or graphs to provide visuals of the data. All of this can be shared with other Power BI users within the organization.

1. **Explain Descriptive analytics?**

Descriptive Analytics refers to derive insights looking at the past or historical data. It can help to point out the strength and weaknesses in an organization by looking at the trends of historical data. Some examples of descriptive Analytics: Year wise pricing changes, month wise sales growth.

1. **Explain Predictive analytics?**

Predictive Analysis refers to the use of data to predict future trends and events. In the predictive Analysis historical data is used to predict future trends. Some of the tools for predictive Analysis: Regression Analysis [linear regression/multiple regression].

1. **Explain perspective analytics?**

It is the process of utilizing the data to design the optimal course of action. In this analysis all the relevant factors are considered to yield the recommendations for the further course of action. Perspective analytics is a valuable tool for data driven decision making.

For example these are certain areas where perspective Analytics play a major part: Investment Decisions, sales lead scoring, algorithmic content recommendations, Banking Fraud Detection, Product Management Development and Improvement, Marketing Email Automation.

1. **Write five real-life questions that Power BI can solve.**

Five real life questions Power BI can solve are:

1. Retail: Which products will make more profit?
2. Services: Which services will yield better results?
3. Customer Analytics: The segment of customers liking specific products.
4. Revenue: Business in which country/region has generated more revenue?
5. Brand promotion: Specific offers catered to users based on their liking.