

Microsoft Power BI

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Power BI



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Agenda

- What is Power BI?
- Why Power BI?
- Gartner
- Power BI Products
- Licenses & Prices
- Connectivity Types
- Exploring
- Demo



What is Power BI?

- Power BI is a business analytics solution that lets you visualize your data and share insights across your organization or embed them in your app or website. Connect to hundreds of data sources and bring your data to life with live dashboards and reports.
- Make informed decisions quickly. Connect, model, and then explore your data with visual reports that you can collaborate, publish, and share. Power BI integrates with other tools, including Microsoft Excel, so you can get up to speed quickly and work seamlessly with your existing solutions.
- Connect to hundreds of data sources on premises and in the cloud.
- Use Power Query to simplify data ingestion, transformation, integration, and enrichment.
- Create reports using built-in visuals or create your own custom visuals.

Why Power BI?

- **Rely on one of the largest and fastest growing business intelligence clouds.**
- **Create and share interactive data visualizations across global data centers, including national clouds to meet your compliance and regulation needs.**
- **Better protect Power BI data with Microsoft Information Protection and Microsoft Cloud App Security.**
 - Apply sensitivity labels familiar in Office365 apps like Word, Excel, PowerPoint, and Outlook to Power BI data.
 - Extend protection and governance policies to Power BI data—including exported data—with Microsoft Information Protection.
 - Better meet privacy and regulatory requirements with oversight of sensitive data through Microsoft Cloud App Security.
 - Help prevent exposure of sensitive data by blocking risky user activities, in real

Why Power BI? (Cont.)

- **Find answers fast with industry-leading AI.**

Take advantage of the latest advances in Microsoft AI to help non-data scientists prepare data, build machine learning models, and find insights quickly from both structured and unstructured data, including text and images.

- **Get unparalleled Excel integration.**

Anyone who's familiar with Office 365 can easily connect Excel queries, data models, and reports to Power BI Dashboards—helping to quickly gather, analyze, publish, and share Excel business data in new ways.

- **Turn insights into action.**

Go from data to insights and insights to action with the Microsoft Power Platform—combining Power BI with PowerApps and Power Automate to easily build business applications and automate workflows.

- **Stream analytics in real time**

Know what's happening now, not just in the past. From factory sensors to social media sources, get access to real-time analytics so you're always ready to make timely decisions.

2020 Gartner Magic Quadrant for Analytics and Business Intelligence Platforms

Figure 1: Magic Quadrant for Analytics and Business Intelligence Platforms



Source: Gartner (February 2021)

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Power BI Products



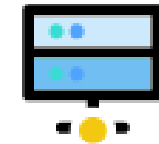
Power BI
Desktop



Power BI
service



Power BI
Mobile



Power BI
Report Server



Power BI
Pro



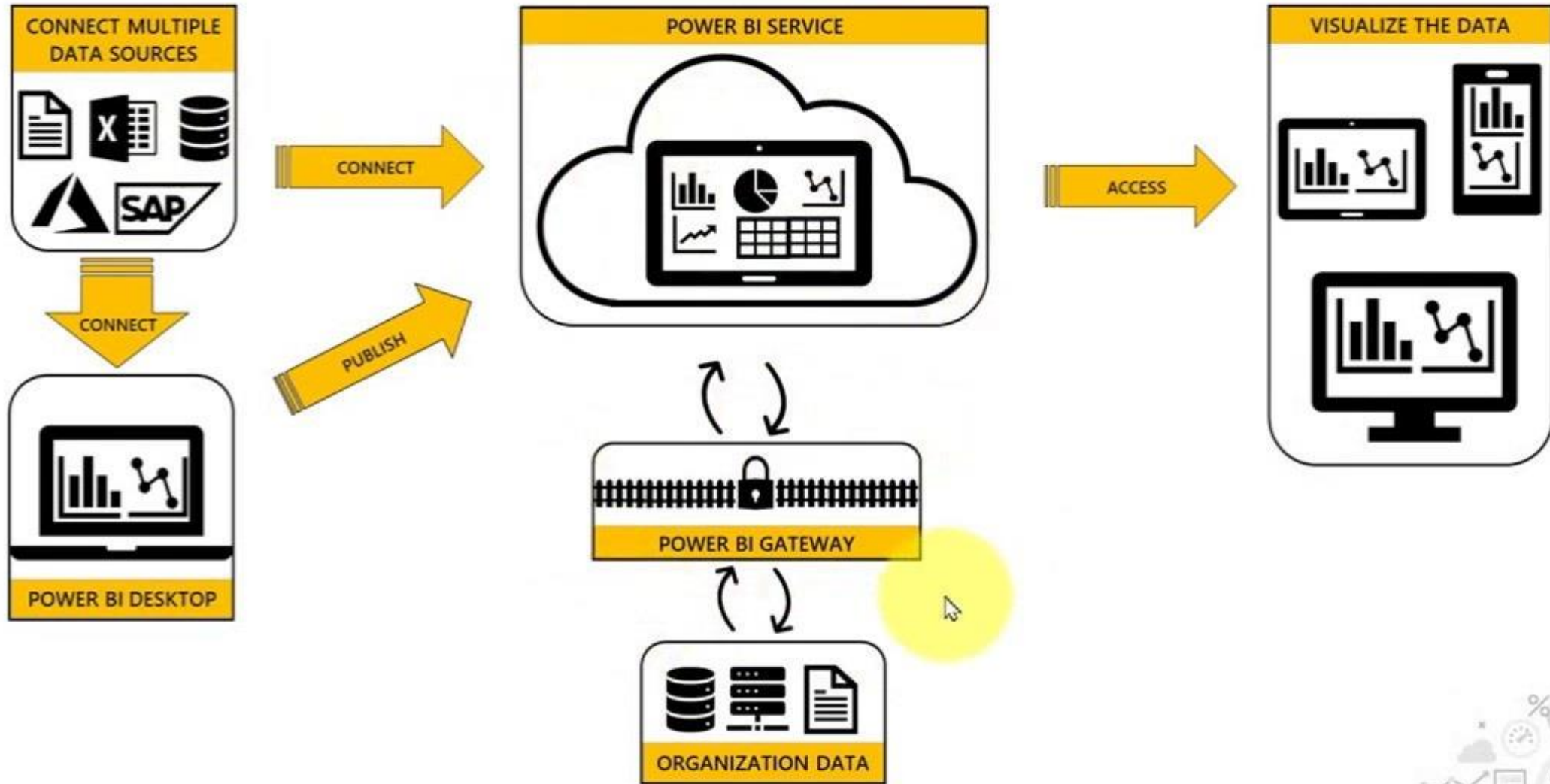
Power BI
Premium



SQL Server
Enterprise Edition



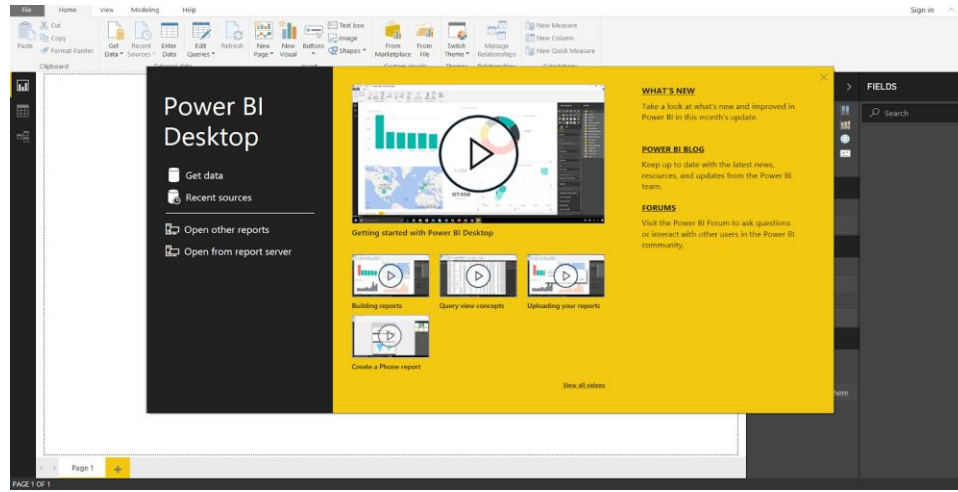
How Power BI Works...?



Power BI Prices

Power BI Pro			Power BI Premium	
Per user			Per user	Per capacity
\$9.99			\$20	from \$4,995
Per user/month			Per user/month ²	Per capacity/month
License individual users with modern, self-service analytics to visualize data with live dashboards and reports, and share insights across your organization.			License individual users to accelerate access to insights with advanced AI, unlock self-service prep for big data, and simplify data management and access at enterprise scale.	License your organization with capacity to accelerate access to insights with advanced AI, unlock self-service prep for big data, and simplify data management and access at enterprise scale—without per-user licenses for content consumers.
<ul style="list-style-type: none">• Power BI Pro is included in Microsoft 365 E5.• Available to buy now with a credit card.¹			<ul style="list-style-type: none">• Includes all the features available with Power BI Pro.• Available to buy now with a credit card.¹	<ul style="list-style-type: none">• Requires a Power BI Pro license for publishing content into Power BI Premium capacity.• Enable autoscale with your Azure subscription to automatically scale Power BI Premium capacity.










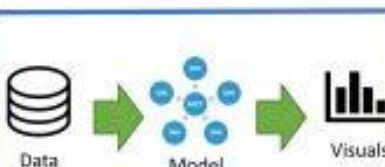
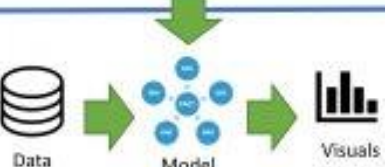
Power BI Desktop



 Power BI



Power BI Connectivity Types

		Connectivity Types			
		LiveConnection	DirectQuery	Import	Composite
		<ul style="list-style-type: none"> For Enterprise Solutions No data stored in memory Full Reporting No data transformation No data modelling High-performing Data stored at source Queries sent to source No refresh required 	<ul style="list-style-type: none"> Full Reporting No data stored in memory No data transformation Limited data modelling Lower-performing Data stored at source Queries sent to source No refresh required 	<ul style="list-style-type: none"> Full Reporting No data stored in memory Full data transformation Full data modelling High-performing Data stored in Power BI Queries not sent to source Refresh required Supports Q&A & Quick Insights 	<ul style="list-style-type: none"> Combine DQ & Import Larger volumes of data No Analysis Services
Data Source		 Analysis Services + Power BI Dataset	 SQL Databases + 20+ more Data Connectors	 SQL Databases + 60+ more Data Connectors	 SQL Databases (Import) + SQL Databases (DirectQuery)
Component stored within	Data Source	 Data Model	 Data		 Data
	Power BI	 Visuals	 Model → Visuals	 Data → Model → Visuals	 Data → Model → Visuals

Exploring Power BI Desktop



Power BI

Demo



Power BI

Questions?

Thank you

