What do you mean by BI? Explain. How Power-BI helps in BI, and how does it help Analysts? Explain.

BI refers to business Intelligence, Business Intelligence combine the business analytics, Data mining and visualization to make data driven solution. Business analytics refer to the process of gaining insight using data analysis, statistical method and other quantative method.

Power Bi helps in visualization, data shaping, data modelling. Analyst use power bi to collect the data from various source and format ,and then perform data cleaning and data shaping(modification) to create reports which can be published and access by other users in workspace ,dashboard generated by power bi are interactive in nature.

Explain Descriptive analytics?

Descriptive Analytics is usually used on past and present to answer

Question like what has happened, and what is happening, Business

Analyst here study past and present to identify relationship between

Them and generate insights.

Example

Company sale on every year

Surveys.

Goal accomplishment (like what we have achieved from past to present)

Explain Predictive Analytics.

Predictive Analytics uses past data to guess future outcomes ,here the

Question will be like what will happen. Here data analyst uses various

Machine learning algorithm to predict the future outcomes

Example

Netflix Recommendation System

GDP Growth Rate Prediction

Cricket Score Prediction

Social Media Sentiment Analysis

Explain Prescriptive Analytics

Prescriptive Analytics refers to what action you should taken on the future outcome like what should we do next, here machine learning with ai like neural network is used.

Example

Predictive analytics predicts loss then we can use prescriptive to cut down cost

Flagging potential unwanted users with Sentiment Analysis

Doing Specific set of action in industry when certain condition is met

Amazon gift card when user hit certain sales.

Write five real-life questions that PowerBi can solve

How to use data from different Source.

How to assign different level of access to each user How to minimize time in creating report and dashboard

How to gain effective insight

What to do when certain condition is reached