



Optimizing Business with Power BI

13 February 2021

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Microsoft MVP Data Platform
Indonesia Power BI User Group Leader

TOYOTA

**2017 - 2018
Apprenticeship**

Business
Intelligence

Deloitte.

**2018 - 2019
Associate**

Business
Intelligence

**2019 - 2021
Senior
Associate**

Business
Intelligence

**2021 - Present
Manager**

Strategy &
Business
Intelligence

Angkasa Pura | SUPPORTS



Microsoft Certified Trainer

- Microsoft Certified Data Analyst
- Certified Tableau Desktop Specialist



Agendas



What is Business Intelligence?



What is Power BI?



How Power BI can optimize your business?



Hands-On Demo: Optimizing Profitability using Power BI

Data Overview

the sum of the
world's data will
grow from
33 zettabytes in
2018 to

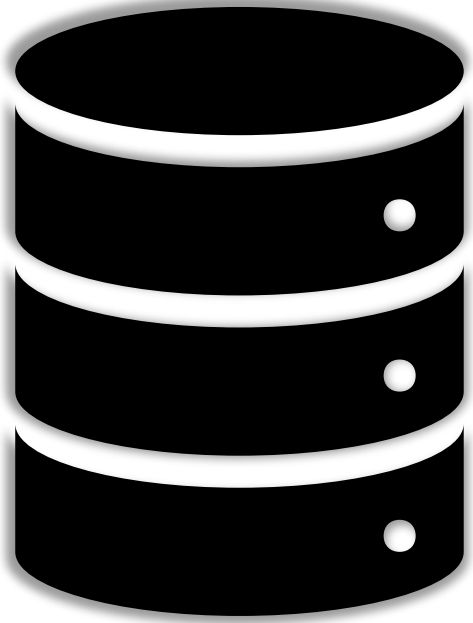
**175ZB by
2025.**

Only

1 percent
of that data has
been analyzed

Surging
Appropriation of

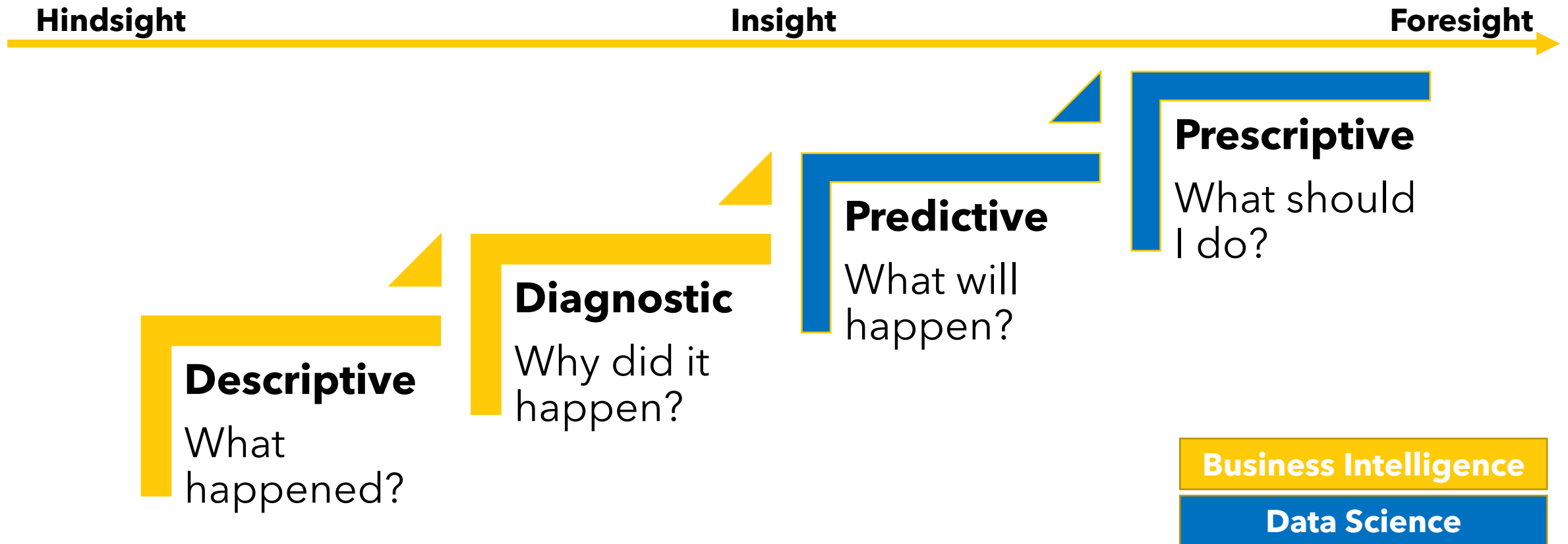
**Self-
Service
Analytics**
is Driving Growth



What are Data Analytics?

Turning Data into Valuable Insights

The Spectrum of Data Analytics



Business Intelligence





February 2020

A Magic Quadrant Leader in Analytics & BI Platforms*



***Gartner "Magic Quadrant for Analytics and Business Intelligence Platforms," by James Richardson, Rita Sallam, Kurt Schlegel, Austin Kronz, Julian Sun 11 February 2020**

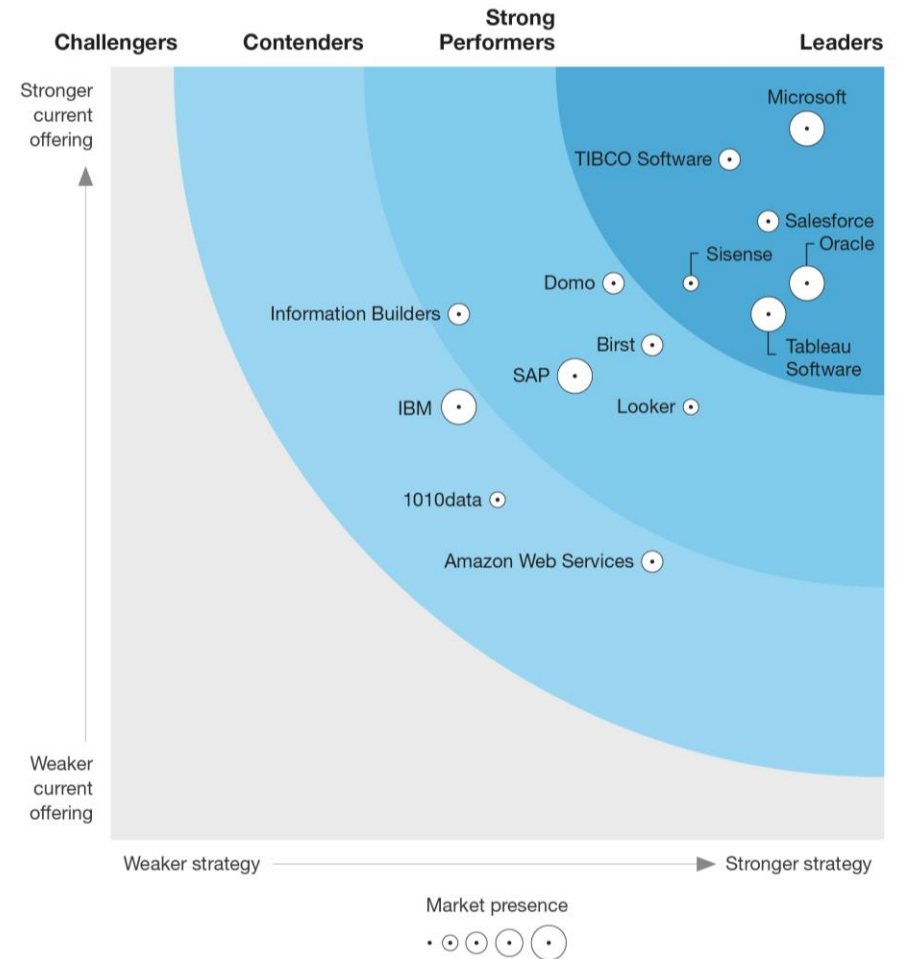
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FORRESTER®

Microsoft Positioned as a Leader in The Forrester Wave™: Enterprise BI Platforms (Vendor-Managed), Q3 2019*

"You no longer need to be shy about using Microsoft Power BI; it's a killer BI platform."

—According to the Forrester report



*[The Forrester Wave™: Enterprise BI Platforms \(Vendor-Managed\), Q3 2019](#) by Boris Evelson with Srividya Sridharan, Robert Perdoni, Aldila Yunus. The Forrester Wave™ is copyrighted by Forrester Research, Inc. Forrester and Forrester Wave are trademarks of Forrester Research, Inc. The Forrester Wave is a graphical representation of Forrester's call on a market and is plotted using a detailed spreadsheet with exposed scores, weightings, and comments. Forrester does not endorse any vendor, product, or service depicted in the Forrester Wave. Information is based on best available resources. Opinions reflect judgment at the time and are subject to change.

Power BI

Unify data from many sources to create **interactive, immersive dashboards and reports** that provide **actionable insights** and **drive business results**.



History of Power BI

In late 2006, Microsoft architect Amir Netz launched a secret project called Gemini with an ambitious goal: Make the full power of SSAS available to Excel Pros

In 2012, Power View was released as part of SharePoint. It was Microsoft's attempt to deliver amazing report visuals in the browser like Tableau.

In 2015, Power BI is officially released

In 2009, Gemini was renamed to Power Pivot and released as free excel add-on from Microsoft.

In early 2013, Data Explorer was released as an Excel add-on and later renamed to Power Query. Power Query is a data preparation engine that helps you transform and clean your data as well as ingest different sources of data as queries.

How Power BI can optimize your business?



Bridge the gap between
data and decision making

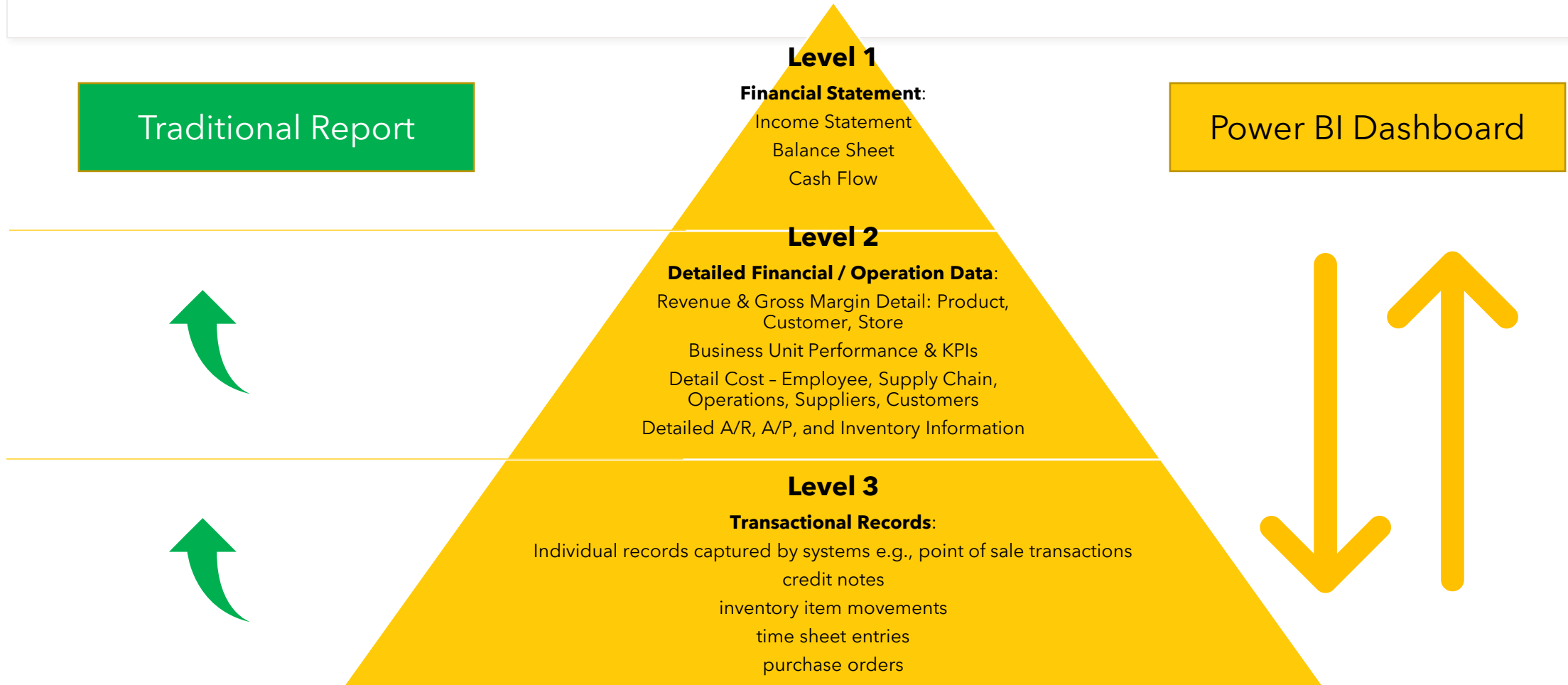


Create amazing data
experiences



Make decisions with
confidence

Financial Analysis using Power BI





Hands-On Demo

Optimizing Profitability using Power BI

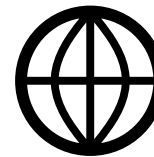


Indonesia Power BI User Group

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<https://t.me/PBIUserGroupID>

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Thank You



Any Questions?