**Assignment 1**

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

The term Business Intelligence (BI) refers to technologies, applications and practices for the collection, integration, analysis, and presentation of business information. The purpose of Business Intelligence is to support better business decision making.

Currently organizations are starting to see that data and content should not be considered separate aspects of information management, but instead should be managed in an integrated enterprise approach. Enterprise information management brings Business Intelligence and Enterprise Content Management together. Currently organizations are moving towards Operational Business Intelligence which is currently under served and uncontested by vendors. Traditionally, Business Intelligence vendors are targeting only top the pyramid but now there is a paradigm shift moving toward taking Business Intelligence to the bottom of the pyramid with a focus of self-service business intelligence.

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

“Power BI,” Microsoft says, “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.” The solution comprises several products and services, and value and versatility comes from leveraging the individual elements, and taking advantage of how they work together.

Power BI Desktop is a free, self-service data analysis and report authoring tool that you install on a Windows computer. It can connect to more than 70 on-premises and cloud data sources to turn information into interactive visuals. Data scientists and developers work with Power BI Desktop to produce reports and make them available to the Power BI service.

1. **Explain Descriptive analytics?**

Descriptive analytics is the process of parsing historical data to better understand the changes that have occurred in a business. Using a range of historic data and benchmarking, decision-makers obtain a holistic view of performance and trends on which to base business strategy.

1. **Explain Predictive analytics?**

Predictive analytics is a mathematical process used to predict future events or outcomes by analyzing patterns in a given set of input data. It is a crucial component of predictive analytics, a type of data analytics which uses current and historical data to forecast activity, behavior and trends.

1. **Explain perspective analytics?**

A perspective is a view of the model. It allows you to maintain your Shared Dataset (often called a Golden Dataset from this blog post); but, presents a smaller view to the consumers so they are not overwhelmed with tables, columns, and measures they don't need.

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

Below are the real-life problems that Power BI can solve easily

1. Waiting On Figures
2. Using Data from Old Reports
3. Excessive Time Spent Preparing for Presentations
4. Being Unable to Find Specific Data Sets
5. Not Being Able to Determine Your Level of Success