**Power BI Assignment 1**

1.What do you mean by BI? Explain.  
 **Business Intelligence (BI)** refers to the technologies, applications, strategies, and practices used to collect, integrate, analyze, and present business information. The goal of BI is to support better decision-making within an organization.  
  
2.How Power-BI helps in BI, and how does it help Analysts? Explain.

**Power BI** is a powerful business analytics tool developed by Microsoft that enables users to visualize and share insights from their data. It plays a significant role in Business Intelligence (BI) by providing an accessible and user-friendly platform for analyzing data, creating reports, and sharing insights across an organization.  
  
3.Explain Descriptive analytics?  
  
 Descriptive analytics involves the aggregation and summarization of historical data to provide insights into past performance. This can include metrics such as averages, totals, counts, percentages, and trends.  
Common examples include sales reports, financial statements, customer satisfaction scores, and website traffic analysis.  
  
4.Explain Predictive analytics?  
  
**Predictive analytics** is a branch of advanced analytics that uses statistical techniques, data mining, machine learning, and artificial intelligence to analyze historical data and make predictions about future events or outcomes.  
predictive analytics forecasts what is likely to happen in the future based on patterns and trends identified in historical data.  
  
5.Explain perspective analytics?  
  
Prescriptive analytics provides actionable recommendations to decision-makers. It helps organizations understand not just what might happen, but also what they should do about it.

For example, if predictive analytics indicates that a product’s demand will drop, prescriptive analytics might suggest strategies like adjusting pricing, launching a marketing campaign, or optimizing inventory levels.  
  
6.Write five real-life questions that PowerBi can solve  
  
Sales Performance Analysis:  
Customer Segmentation and Behavior:  
Inventory Management:  
Employee Performance and Productivity:  
Financial Health Monitoring: