**Assignment-1**

1. What do you mean by BI? Explain.

Ans: Business intelligence (BI) is a set of technological processes for collecting, managing and analyzing organizational data to yield insights that inform business strategies and operations.

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

Ans. Power BI provides an interactive platform for businesses to visualize, analyze and draw insights from their data. It streamlines decision-making processes by providing up-to-date business metrics on a well-designed dashboard.

1. Explain Descriptive analytics?

Ans: Descriptive analytics is a statistical interpretation used to analyze historical data to identify patterns and relationships.

1. Explain Predictive analytics?

Ans. Predictive analytics is an advanced form of data analytics that attempts to answer the question, “What might happen next?”

1. Explain perspective analytics?

Ans. Prescriptive analytics is a statistical method that focuses on finding the ideal way forward or action necessary for a particular scenario, based on data.

1. Write five real-life questions that PowerBi can solve.
2. **Sales Analysis**: “What are the top-performing products in terms of revenue, and how do sales trends vary by region and season?”
3. **Customer Insights**: “Who are our most valuable customers, and what purchasing patterns can we identify to improve customer retention?”
4. **Operational Efficiency**: “Which production processes are the most time-consuming, and where can we optimize to reduce costs and increase throughput?”
5. **Financial Reporting**: “How does our actual revenue compare to the forecasted budget, and what are the factors driving any variances?”
6. **Market Trends**: “What are the emerging trends in market data, and how do they correlate with our marketing campaigns’ performance?”