1. What do you mean by BI? Explain.

**Business Intelligence (BI)** refers to the **technologies, tools, processes, and practices** that organizations use to **collect, analyze, and present business data**. The goal of BI is to help companies make more informed and data-driven decisions.

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

**Power BI** is a powerful **business intelligence tool** developed by **Microsoft** that allows organizations to **visualize, analyze, and share data** in an interactive way. It helps turn raw data into actionable insights, making it easier for business users, including analysts, to make informed decisions. Power BI is widely used for data analysis, reporting, and visualization.

1. Explain Descriptive analytics?

**Descriptive analytics** refers to the process of **analyzing historical data** to understand and describe what has happened in the past. It provides insights into past performance and trends, often using statistical methods and data visualization tools.

1. Explain Predictive analytics?

**Predictive analytics** refers to the use of **historical data, statistical algorithms, and machine learning techniques** to identify the likelihood of future outcomes based on past patterns and trends. It aims to answer the question: **"What is likely to happen in the future?"**

1. Explain perspective analytics?

**Prescriptive analytics** refers to the use of **data, algorithms, and machine learning techniques** to provide recommendations on the **best course of action** for a given situation. It goes beyond simply predicting future outcomes (like predictive analytics) and focuses on **suggesting decisions or actions** that can lead to the desired result.

1. Write five real-life questions that PowerBi can solve.

Power BI can aggregate and visualize sales data across regions, enabling the analysis of trends and patterns. Analysts can use this data to make recommendations on where to focus marketing efforts to drive sales growth.