POWER BI ASSIGNMENT – 1

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1. What do you mean by BI? Explain.

Business intelligence (BI) is a technology-driven process for analyzing data and delivering actionable information that helps executives, managers and workers make informed business decisions. As part of the BI process, organizations collect data from internal IT systems and external sources, prepare it for analysis, run queries against the data and create data visualizations, [BI dashboards](https://www.techtarget.com/searchbusinessanalytics/definition/business-intelligence-dashboard) and reports to make the analytics results available to business users for operational decision-making and [strategic planning](https://www.techtarget.com/searchcio/definition/strategic-planning).

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

Power BI is a business analytics service provided by Microsoft that lets you visualize your data and share insights. It converts data from different sources to build interactive[dashboards](https://www.simplilearn.com/tutorials/power-bi-tutorial/power-bi-dashboard) and Business Intelligence reports.

Power BI is **a cloud-based analysis service** that provides rapid insight and is used to extract and visualise data. Power BI brings together data from multiple sources to give you a comprehensive view of your company's information assets.

This means that with Power BI you can see all your data through a single pane of glass and quickly create an analytical environment for monitoring data and sharing reports. Live dashboards and reports show metrics and performance indicators based on data that resides both locally and in the cloud. This gives you a consolidated view of your entire business, regardless of architectural concepts and where you are located.

1. Explain Descriptive analytics

Descriptive Analytics is the examination of data or content, usually manually performed, to answer the question “What happened?” (or What is happening?), characterized by traditional business intelligence (BI) and visualizations such as pie charts, bar charts, line graphs, tables, or generated narratives.

1. Explain Predictive analytics

Predictive analytics is **a branch of advanced analytics that makes predictions about future outcomes using historical data combined with statistical modeling, data mining techniques and machine learning**. Companies employ predictive analytics to find patterns in this data to identify risks and opportunities

1. Explain perspective analytics

Prescriptive analytics is **the process of using data to determine an optimal course of action**. By considering all relevant factors, this type of analysis yields recommendations for next steps. Because of this, prescriptive analytics is a valuable tool for data-driven decision-making.

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

* We can easily find the required data from large data set
* Visualize Details Easily.
* Real-Time look at the company's financial performance
* Analytics With Internal Software Systems.
* Enhance the marketing.