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**Types of Power BI Licensing**

There are mainly three types of Power BI licenses that Microsoft offers.

1. **Power BI Free** – This is good for learning or doing personal analysis. You can use Power BI Desktop and publish to your own workspace, but can't share with others or collaborate.
2. **Power BI Pro** – Mostly used by professionals in companies. It allows you to share reports, collaborate with teams, and use workspaces. You also get scheduled refresh and some more storage.
3. **Power BI Premium** – This is more for big companies. It gives extra storage, more refresh per day, better performance and advanced stuff like paginated reports, AI visuals, etc. It can be bought as per-user or per-capacity (for the whole company).

**Difference Between All Licenses**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Feature | Free | Pro | Premium (Per User) | Premium (Capacity) |
| Power BI Desktop | **Yes** | **Yes** | **Yes** | **Yes** |
| Publish to Web Service | **Yes** | **Yes** | **Yes** | **Yes** |
| Share with others | **No** | **Yes** | **Yes** | **Yes** |
| Create shared workspace | **No** | **Yes** | **Yes** | **Yes** |
| Data refresh | **1/day** | **8/day** | **48/day** | **48/day** |
| Storage | **1 GB** | **10 GB** | **100 GB** | **100 TB** |
| AI features / Auto ML | **No** | **Limited** | **Yes** | **Yes** |
| Paginated Reports | **No** | **No** | **Yes** | **Yes** |
| Cost | **Free** | **Around ₹799/user** | **Around ₹1600/user** | **₹4,00,000+ monthly** |

**Benefits of Power BI Premium over Pro**

* You get way more data refreshes per day (48 vs 8 in Pro).
* Much higher storage (100 TB in Premium vs 10 GB in Pro).
* Premium gives access to AI-based tools, machine learning models, cognitive services, etc.
* You can also use Paginated Reports, which are not there in Pro.
* Premium offers dedicated capacity, so performance is better and loading is faster.
* You can handle large datasets (even above 400 GB) which Pro can't manage well.
* Multi-geo deployment and better control for big organizations is also there.