**Power BI Assignment 1**

1.What do you mean by BI? Explain.

Business Intelligence (BI) refers to the use of technologies and practices to gather, analyze, and present business data for informed decision-making. It involves collecting data from various sources, transforming it into actionable insights, and using those insights to drive strategic and operational improvements.

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

Power BI simplifies BI tasks by enabling easy data connection, transformation, visualization, and sharing. It empowers analysts to explore data effortlessly, uncover trends, and communicate insights effectively through interactive dashboards and reports, streamlining decision-making processes across the organization.

3.Explain Descriptive analytics?

Descriptive analytics involves analyzing historical data to summarize and interpret past events, trends, and patterns. It focuses on understanding what has happened, providing insights into key metrics, performance indicators, and historical trends through data visualization, reporting, and summarization techniques.

4.Explain Predictive analytics?

Predictive analytics utilizes historical data and statistical algorithms to forecast future outcomes and trends. By identifying patterns and relationships in data, predictive analytics enables organizations to make informed predictions about future events, behaviours, and trends, facilitating proactive decision-making and strategic planning.

5.Explain perspective analytics?

Prescriptive analytics goes beyond predicting future outcomes by recommending optimal actions to achieve desired results. By leveraging optimization and simulation techniques, prescriptive analytics provides actionable insights and recommendations for decision-makers to maximize outcomes, minimize risks, and optimize resource allocation, empowering organizations to make data-driven decisions with confidence.

6.Write five real-life questions that PowerBI can solve.

Sales Analysis: Identify revenue trends and regional performance to optimize sales strategies.

Customer Satisfaction Monitoring: Track satisfaction levels and factors influencing customer sentiment for targeted improvements.

Marketing Effectiveness: Analyze channel performance to allocate resources effectively and improve ROI.

Employee Attrition Prediction: Identify key factors driving turnover to implement retention strategies.

Inventory Management: Monitor stock levels and forecast demand to optimize inventory levels and minimize stockouts.