

1. What is Power BI?

A Microsoft business intelligence tool for data visualization, analysis, and reporting.

2. Three main components:

- **Power BI Desktop** – build reports.
- **Power BI Service** – publish/share reports online.
- **Power BI Mobile** – view reports on phones/tablets.

3. Two business use cases:

- Sales performance tracking.
- Financial and budget analysis.

4. How to download/install Power BI Desktop?

Download from Microsoft's website or Microsoft Store → install like a regular app.

5. Power BI Desktop vs Power BI Service:

- **Desktop:** build and design reports locally.
- **Service:** publish, share, and collaborate in the cloud.

6. Power BI project file extension:

`.pbix`

7. Role of Power Query:

Used to clean, transform, and load data before analysis.

8. Why prefer Power BI over Excel?

Interactive dashboards, automation, better visuals, and easier sharing.

9. One limitation of free version:

Cannot share dashboards with others; only personal use.

10. "Published report" in Power BI Service:

A report uploaded from Desktop to Service for online access and sharing.

11. Power BI Mobile enhances accessibility:

Gives real-time access to dashboards and reports anywhere, anytime.

12. Power BI vs Tableau:

- **Power BI Pros:** Cheaper, integrates with Microsoft tools, easy to use.
- **Power BI Cons:** Less advanced visualization variety.
- **Tableau Pros:** Strong visuals, flexible with big data.
- **Tableau Cons:** Expensive, steeper learning curve.

13. Power BI + Azure integration:

Connects with Azure SQL, Azure ML, and Azure Synapse for advanced analytics and AI.

14. Gateways in Power BI:

Bridge that connects on-premise data sources to the cloud. Needed for scheduled refresh and live queries.

15. ROI argument for adopting Power BI:

Low cost, quick setup, saves time on reporting, improves decision-making → faster insights = higher profits.

16. Security features:

Row-level security, data encryption, multi-factor authentication, compliance with GDPR/ISO.