

# POWER - BI

## ASSIGNMENT - 1

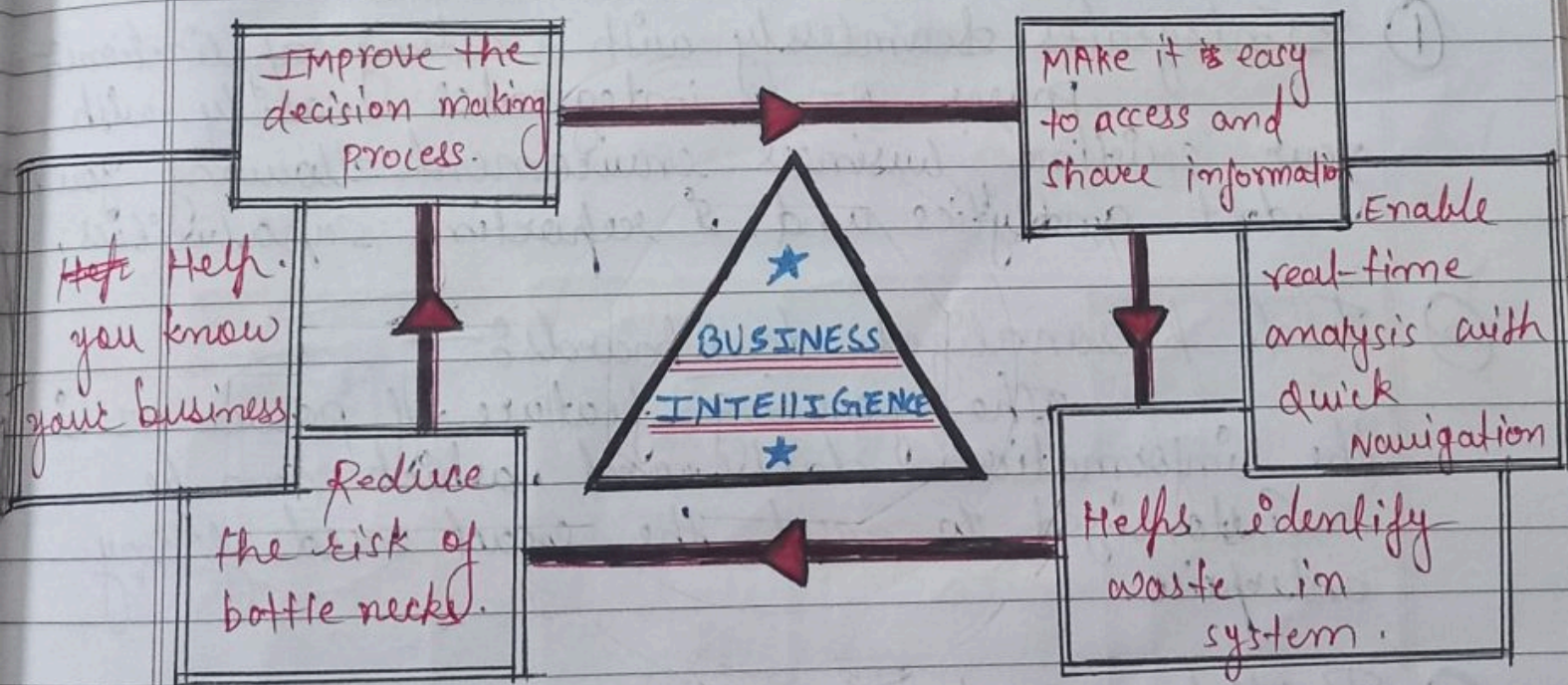
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① Ques What do you mean by BI? Explain  
Business Intelligence (BI) is a set of processes, architectures, and technologies that convert raw data into meaningful information that drives profitable business actions. It is a suite of software and services to transform data into actionable intelligence and knowledge.

BI has a direct impact on Organization's strategic, tactical and operational business decisions. BI supports fact-based decision making using historical data rather than assumptions and gut feeling.

BI tools perform data analysis and create reports, summaries, dashboards, maps, graphs and charts to provide users with detailed intelligence about the nature of the business.





Q. How power BI helps in BI, and how does it helps analysts? Explain.

Ans. Power BI is a new cloud based Business Intelligence service provided by Microsoft and derived from its years of experience in relational databases like access, SQL server etc. It is a business intelligence platform that allows business to clean and completely transform data into meaningful data. It thoroughly analyzes data and shares powerful insights.

Power BI is a cloud-based tool that requires no capital expenditure or infrastructure support regardless of the size of a business.

⇒ Below are the  
Here are few Valued Competences of power BI tool:-

① Integrates seamlessly with existing applications:-  
Power BI integrates easily with your existing business environment allowing you to adopt analytics and reporting capabilities.

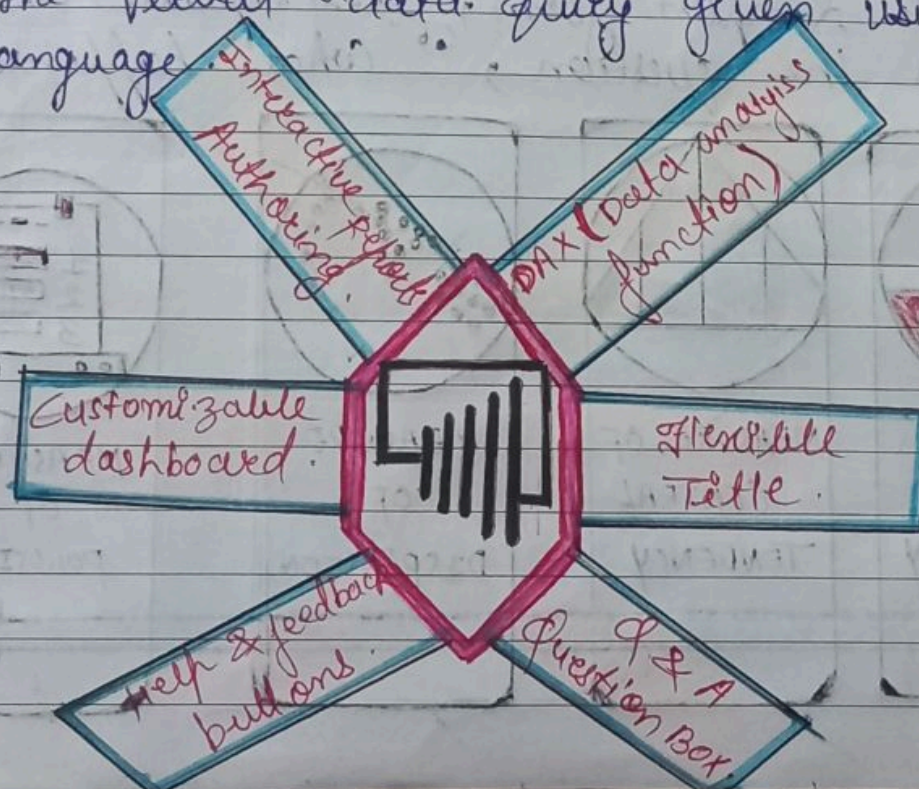
② Rich personalized dashboards:-  
The growing feature of power BI is the information dashboard, which can be customized to meet the exact need of any enterprise.

③ Publish reports securely:-  
The tool helps you to setup automatic data refresh and publish report



allowing all the users to avail the latest inform.

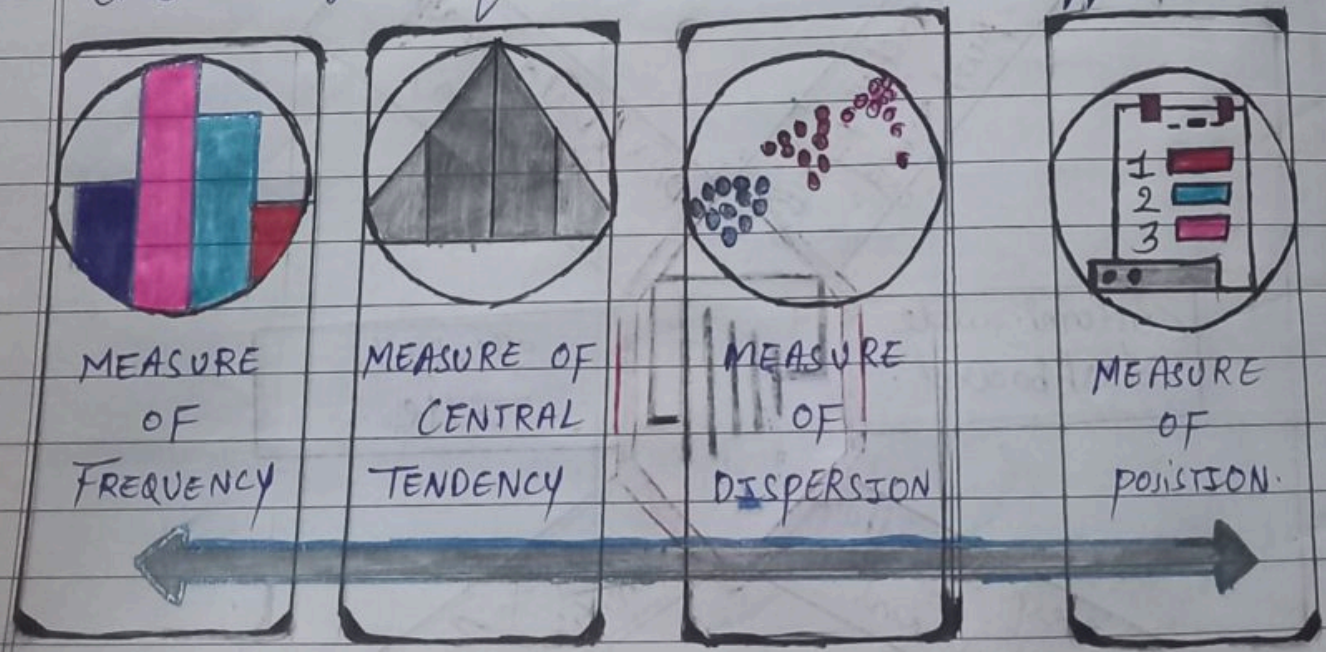
- ③ No memory and speed constraints:-  
Shifting an existing BI System to powerful cloud environment with power BI embedded memory and speed constraints ensuring data is quickly retrievable and analysed.
- ④ No specialized technical support required:-  
power BI provides agile inquiry and analysis without the need for specialized technical support. It supports a powerful natural language interface and the use of intuitive graphical designer tools.
- ⑤ Support advanced Data services:-  
Microsoft power BI development team can help integrate the environment seamlessly with advanced cloud services like Cognitive Services, Cortana or Bot framework. Thus providing result for the Verbal data query given using natural language.





Q.1 Explain Descriptive analytics?

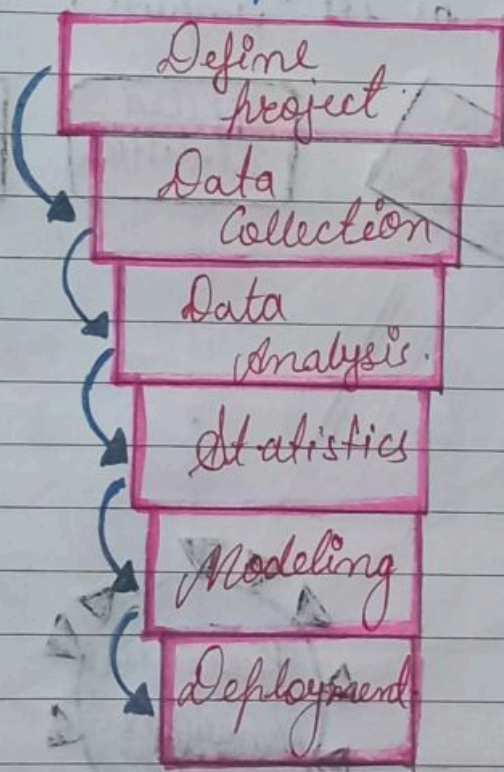
- Descriptive analytics is the process of parsing historical data to better understand the changes that have occurred in a business.
- Using a range of historic data and benchmarking decision-makers obtain a holistic view of performance and trends on which to base business strategy.
- Descriptive analytics can help to identify the areas of strength and weakness in an organization.
- Examples of metrics used in descriptive analytics include year-over-year pricing changes, month-over-month sales growth, the number of users, or the total revenue per subscriber.
- In its simplest form, descriptive analytics answers the question, "What happened?"





- Q. Explain predictive analytics?
- Ans. • Predictive analytics uses statistics and modeling techniques to determine future performance.
- Industries and disciplines, such as insurance & marketing, use predictive techniques to make important decisions.
  - Predictive models help make weather forecast, develop video game, translate voice to text messages, customer service decisions, and develop investment portfolios.
  - People often confuse predictive analytics with machine learning even though the two are different disciplines.

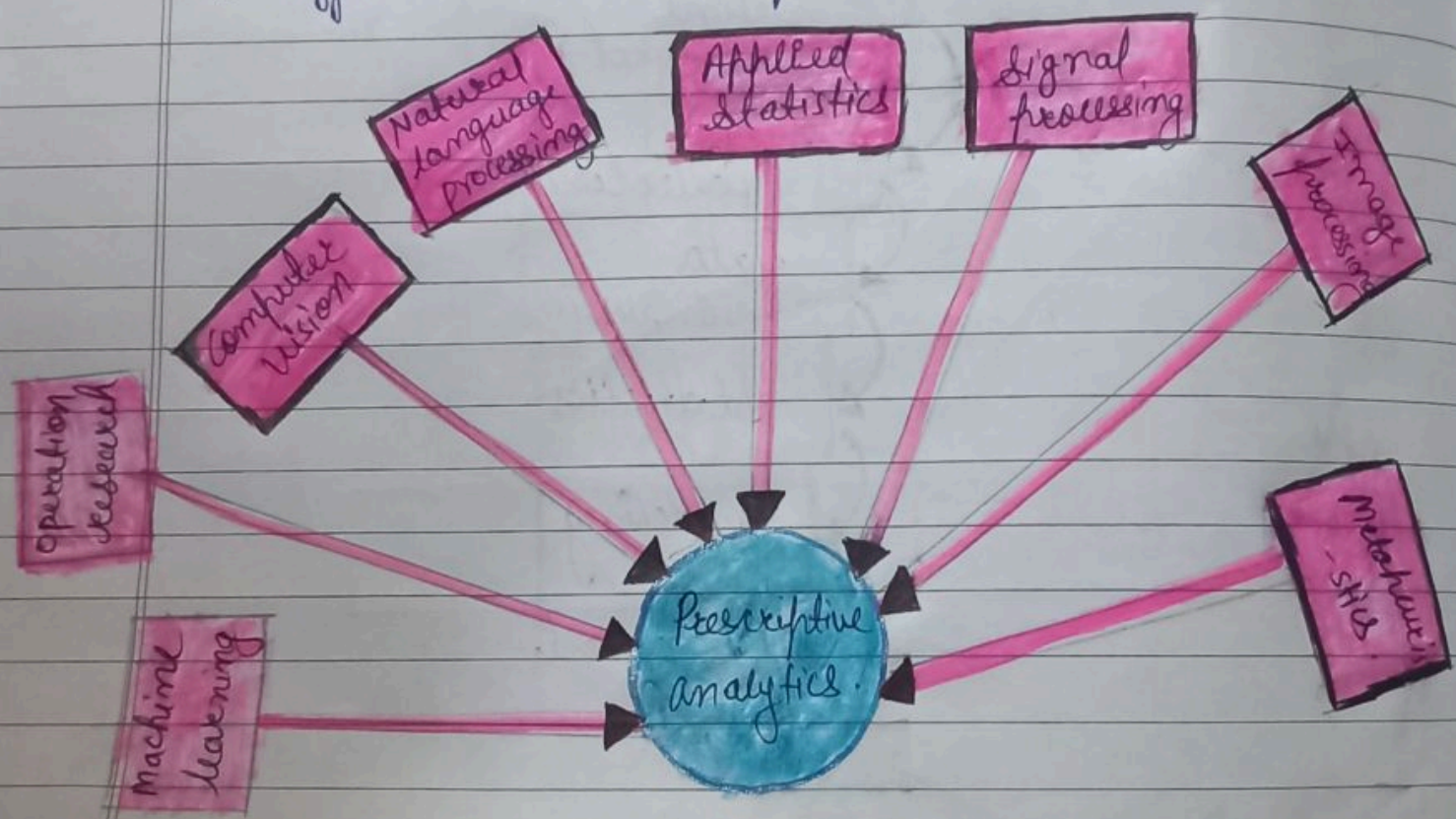
### Predictive Analytics process:





Q. Explain prescriptive analytics?  
Ans. Prescriptive analytics is a form of data analysis that tries to answer "what do we need to do to achieve this?"

- It uses machine learning help business decide a course of action based on computer program predictions.
- prescriptive analytics works with predictive analytics, which uses data to determine near term outcomes.
- It can help organizations make decisions based on facts and probability-weighted projections instead of conclusions.
- Prescriptive analytics isn't foolproof, as it's only as effective as its inputs.





Q. Write five real-life questions that power BI can solve.

- Ans.
- waiting on figures.
  - using data from old reports.
  - Excessive time spent preparing for presentation.
  - Being unable to find specific data sets.
  - Not being able to determine your level of success.