

# Power BI



## **Power BI Pro License Proposal**

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## Current Situation

- Our team is currently using **Plotly Dash** (a free Python library) for dashboards.
- **Limitations** of Plotly Dash in our environment:
  - **Data complexity:** with multiple data sources, the backend logic becomes increasingly complicated and time-consuming.
  - **Scalability issues:** future changes (e.g., renaming columns, machines, or tables) require manual code updates → more complex logic → reduced dashboard performance.
  - **Not user-friendly:** difficult for non-technical users to manage or update.

## Proposed Solution

Adopt **Power BI Pro (1 single license)** for creating and publishing dashboards.

With just one Pro account:

- We can build interactive dashboards with low coding required.
- Use **Publish to Web** to generate a shareable link.
- Management and colleagues can access dashboards online without additional licenses.

## Benefits

### 1. Low Cost

- Only **1 license** needed: 14 USD/month
- No server or ongoing IT overhead.

### 2. Simplified Data Integration

- Connect directly to multiple data sources (Excel, CSV, SQL, cloud, APIs).
- Automatic data refresh without complex backend coding.

### 3. Easy Sharing

- One-click publishing and link sharing.
- Accessible on any device, no setup required.

### 4. Time Efficiency & Scalability

- No manual fixes when columns/tables are renamed.
- Dashboards update automatically → reduced maintenance effort.
- Faster performance compared to code-heavy Dash applications.

### 5. Professional & Business-Friendly Visuals

- Wide range of charts and KPIs (cumulative plots, funnels, retention, etc.).
- Designed for clear communication to business users.

## Conclusion & Recommendation

- Plotly Dash is becoming increasingly complex and resource-intensive as data sources grow.
- **Power BI Pro (1 license) offers a low-cost, scalable, and user-friendly alternative.**
- Recommended: Purchase 1 Power BI Pro license to **simplify reporting, improve dashboard performance, and enable quick sharing with management.**