

BIG DATA ANALYSIS AND VISUALIZATION USING POWER BI AND TABLEAU

Overview

Who am I?

Lo Chi Wing, Peter



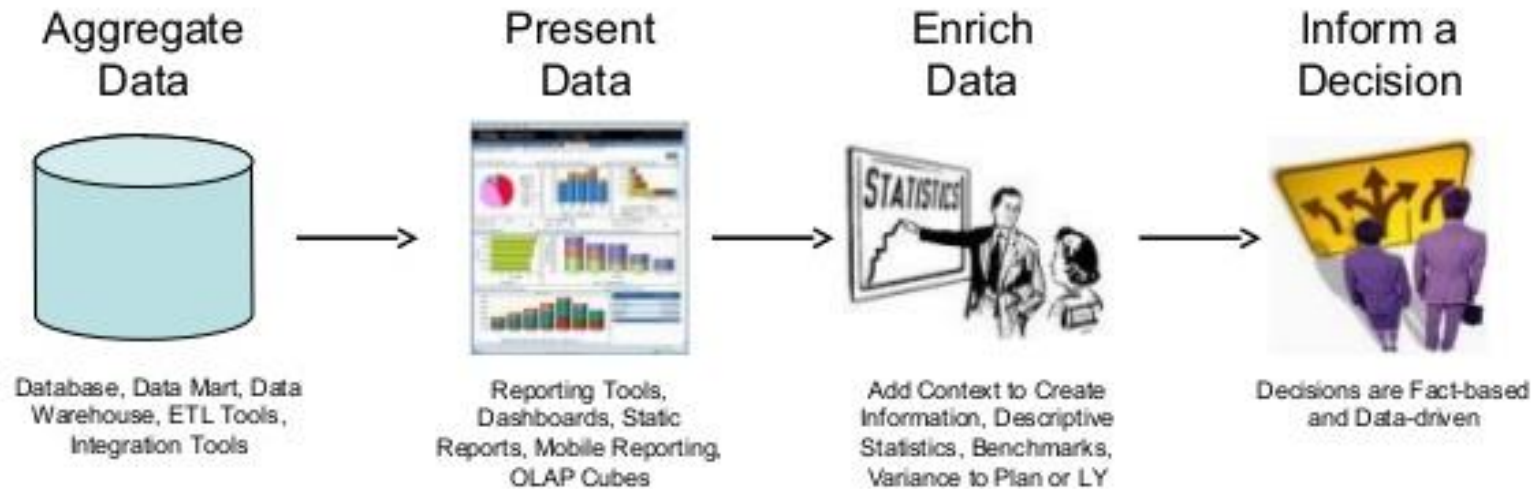
- **Email:** Peter@Peter-Lo.com
- **Facebook:** <http://www.facebook.com/PeterLo111>

Where can you find the material?

- Workshop Notes and Exercises
 - ▣ <http://www.Peter-Lo.com/Teaching/AMA-BI/>
- Microsoft Power BI
 - ▣ <http://www.PowerBI.com>
- Tableau
 - ▣ <http://www.Tableau.com>

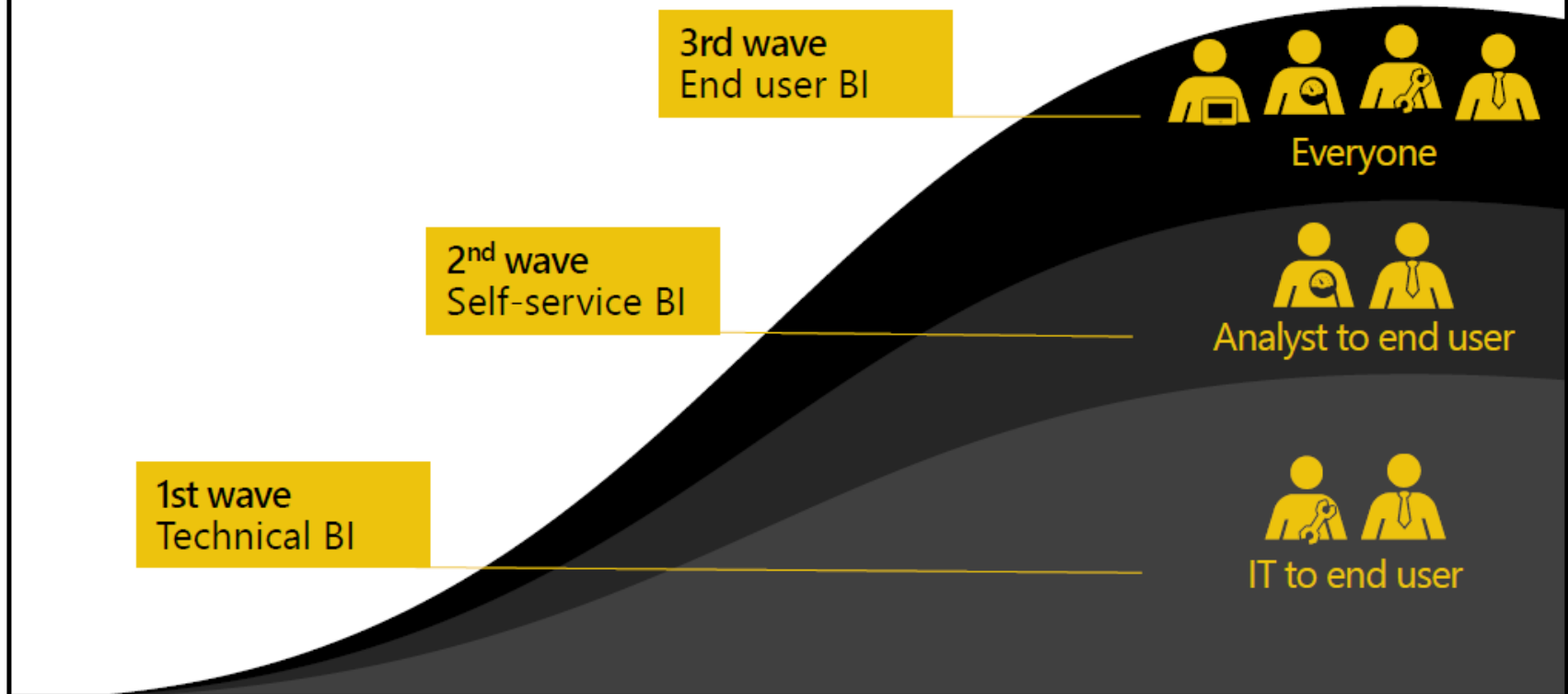
What is Business Intelligence?

- Business Intelligence (BI) enables the business to make intelligent, fact-based decisions



A New Generation of BI

- Today, BI extends to everyone



Common BI challenges

- Turning data into business insights is challenging, common challenges includes:



End-to-end view

Data often resides in disparate locations, making it difficult to see a complete picture of your business



Multiple data sources

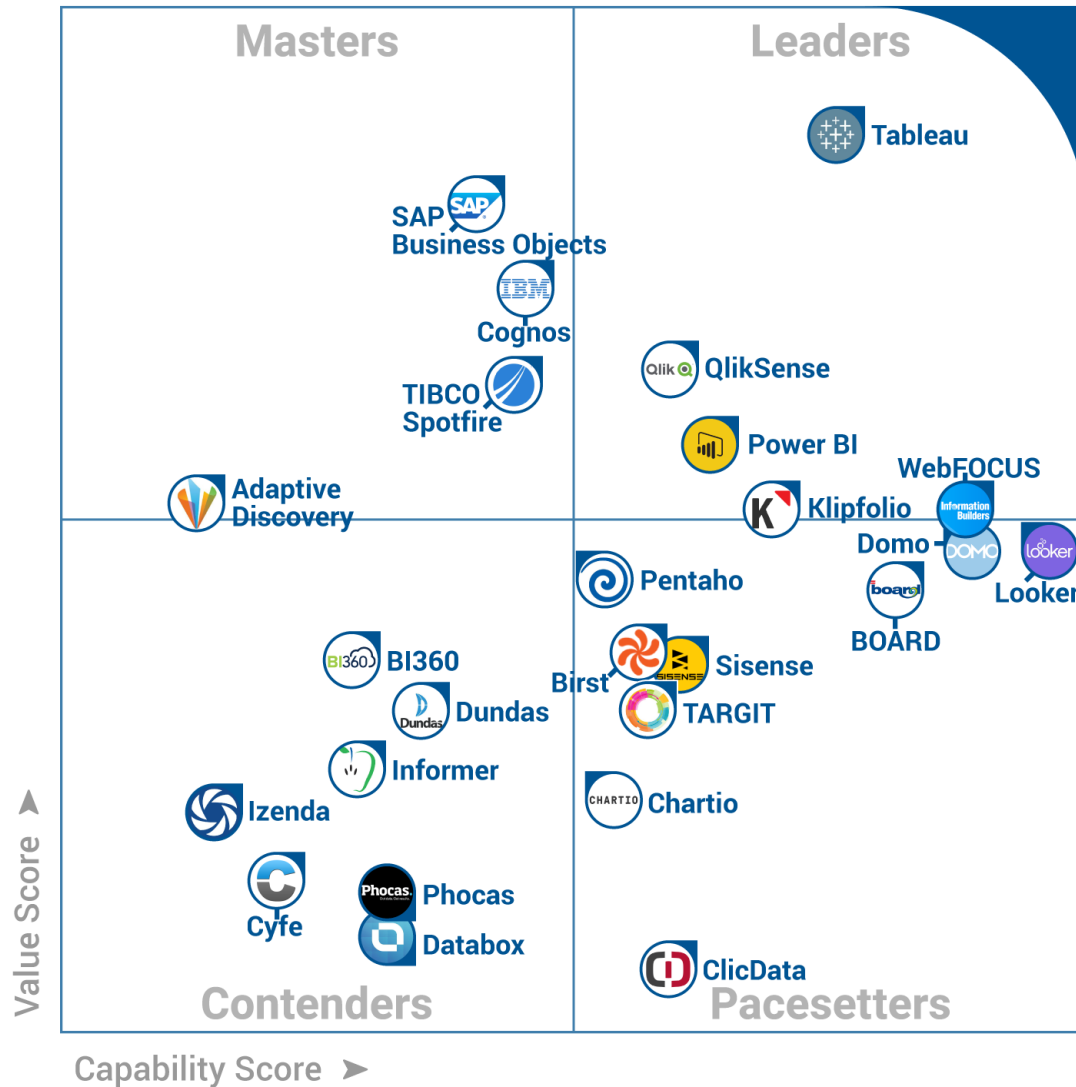
Data residing in SaaS solutions, and other external locations, is difficult to access and refresh securely



Right data for the right users at the right time

Different roles have different needs, and business users need the latest operational data

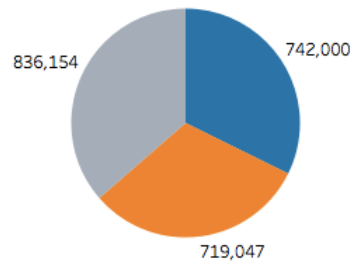
Most Popular BI Tools



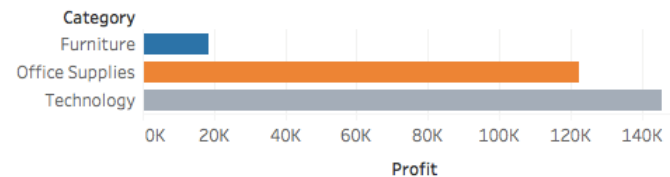
What can you Tell from this Picture?

Category Analysis

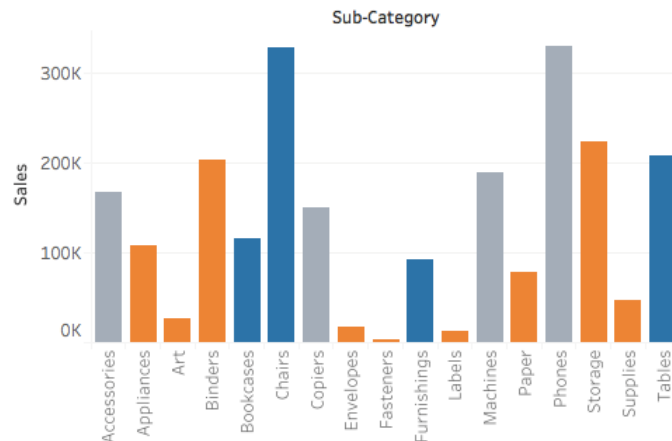
Net Sales Based on Category



Net Profit



Sales by Sub - Category



Sales Growth over the years

