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| **Learner declaration** |
| I certify that the work submitted for this assignment is my own and research sources are fully acknowledged.      Student signature: Date: November 4, 2023 |

Task Wise Solutions:

1. Microsoft Corporation
   1. Microsoft Power BI
      1. Functionalities

Microsoft Power BI is a unified, scalable platform for self-service and enterprise business intelligence (BI). It allows users to connect to and visualize any data, and seamlessly infuse the visuals into the apps they use every day. It also offers extensive data connectors, enabling users to connect directly to hundreds of on-premises and cloud data sources.

* + 1. Benefits

Power BI provides end-to-end data protection, ensuring better protection of your data across Power BI reports, dashboards, and datasets. It also interoperates with the Microsoft technology you already trust, allowing you to use your data productively.

* + 1. Reason

Microsoft Power BI would be a great choice for the Windows Insider Division as it provides a comprehensive business intelligence solution that integrates well with other Microsoft technologies. It would allow the division to visualize and analyze their data effectively, leading to more informed decision-making.

* + 1. Impact

The transition to Power BI would involve migrating existing data sources and reports to the Power BI platform. This could require some initial effort, but the intuitive interface and extensive support resources provided by Microsoft should help ensure a smooth transition.

1. Meta
   1. Apache Cassandra
      1. Functionalities
      2. Benefits
      3. Reason
      4. Impact
2. Pfizer Inc.
   1. SAS
      1. Functionalities

SAS provides a wide range of functionalities including data management, advanced analytics, multivariate analysis, business intelligence, and predictive analytics. It also offers numerous built-in functions for data analysis and processing.

* + 1. Benefits

SAS is known for its high data security and it provides a protected environment for algorithm testing. It also offers excellent customer support.

* + 1. Reason

For a pharmaceutical company like Pfizer, which deals with a vast amount of data, SAS’s strong data management and advanced analytics capabilities would be extremely beneficial. Its high data security would also be crucial for protecting sensitive information.

* + 1. Impact

1. Fujitsu LTD
   1. Tableau
      1. Functionalities
      2. Benefits
      3. Reason
      4. Impact