**POWER BI ASSIGNMENT 1**

1. **What do you mean by BI? Explain.**

BI (Business Intelligence) 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.

1. **How Power-BI helps in BI, and how does it help Analysts? Explain.**

Monitor your business powerfully with the Power BI suite of business intelligence tools and get quick answers through rich Data Visualization with excellent dashboards.

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.

1. **Explain predictive analytics?**

Predictive analytics is a set of**business intelligence (BI) technologies** that uncovers relationships and patterns within large volumes of data that can be used to predict behaviour and events. Unlike other BI technologies, predictive analytics is forward-looking, using past events to anticipate the future.

1. **Explain perspective analytics?**

Prescriptive analytics is a type of data analytic that attempts to answer the question "What do we need to do to achieve this?" It involves the use of technology to help businesses make better decisions through the analysis of raw data. Prescriptive analytics specifically factors information about possible situations or scenarios, available resources, past performance, and current performance, and suggests a course of action or strategy. It can be used to make decisions on any time horizon from immediate to long-term. It is the opposite of descriptive analytics, which examines decisions and outcomes after the fact.

1. **Write five real-life questions that power bi can solve?**
2. A Telephone network organization may look around for a reason for "why customers shift to other networks?"
3. An E-commerce company might dig their data to see drop is sales, patterns in sales, understand customer buying behaviour to know reason "Why sales is not increasing?"
4. A software product company may need to know "Why should users opt competitor company products/services?"
5. A data warehouse will need to know "Why security breach occurs in database? what data is lost?" to concentrate on data recovery and tightening the security layer of database.
6. Government may need to know "About what topic are most people talking about?" during any social evil event occurs that led to burst in protests and revolts to stop the spread of false information or to mute people voices in specific regions to outside regions.