

The Ultimate Power BI Guide for SMBs



Table of Contents

INTRODUCTION

CHAPTER 1

What is Power BI?

CHAPTER 2

Power BI Features and Benefits

CHAPTER 3

Power BI Dashboard & Examples

CHAPTER 4

Power BI Integration & Automation

CHAPTER 5

Power BI Versions, Pricing, and Licensing

CHAPTER 6

Power BI vs Others

CHAPTER 7

Future Scope of Power BI

INTRODUCTION

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Data is everywhere, but you need the right tool to extract it.

Artificial intelligence and business intelligence are helping modern business to collect digital information of the customers to form useful insights out of it. Such businesses have to manage and consume the constant flow of data accurately.

Businesses do understand the need to visually understand and utilize the data. This would make them utilize the technologies to take technology-driven and data-driven decisions for rapid growth.

Modern organizations accept the fact that data analysis and visualization is the key to predict market and competitor behavior, customer changing requirements, product profitability, and take rewarding decisions.

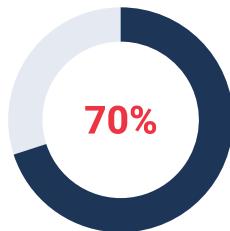
As per the latest statics, data analyzing, and visualization make the decision 5X faster and more efficient for small, medium, and large businesses.



Data visualizing and analysing makes the decision-making **5X Faster**

In today's digital world, business Intelligence plays a vital role in helping organizations assemble, integrate, visualize, and analyze unorganised data to make smarter and more informed decisions. The digital transformation of customers is pushing industries to rely totally on data for a sustainable and profitable business.

As per report, 7 out of 10 Businesses rate finding data as very crucial.
(Source)

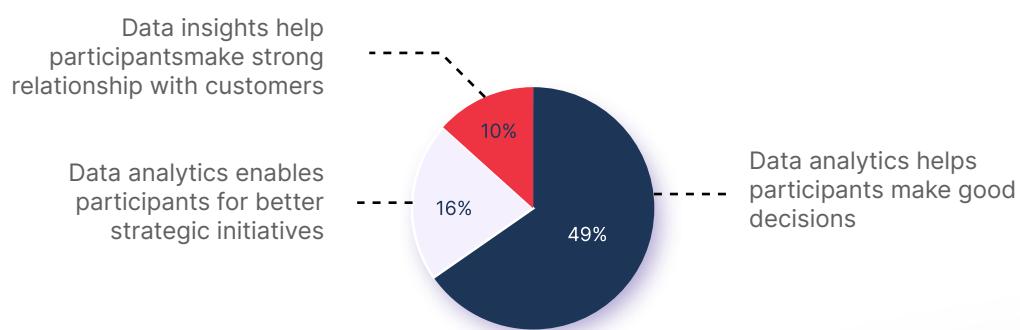


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As per the survey organized by [Techjury](#)

As per the survey organized by Deloitte,

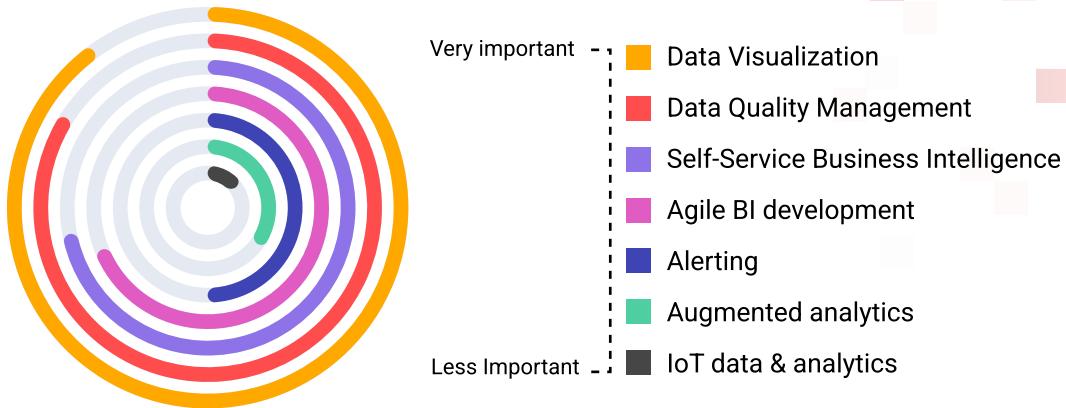
- 49% of participants agree that data analytics helps them make good decisions.
- 16% admits that data enables them for better strategic initiatives.
- 10% agrees that data insights help them make strong relationship with customers.



As per the survey organized by [Deloitte](#)

To stay ahead of the competition, industries must follow the data trends. If we talk about top 3 business intelligence trends of 2022, they are:

- Data visualization
- Data Quality Management
- Self-Service Business Intelligence



You probably agree with the above statistics but might be wondering about the methods and applications to use the data and make it work for your business.

Microsoft Power BI is a business intelligence application that allows organizations to visualize and report a pile of data on a single dashboard in a ready-to-use manner. With the capabilities of presentation, distribution, and integration, it is one of Microsoft's products that is a must-have for today's businesses, whether small or large.

Power BI enables the organization to track customers as well as competitors using available metrics, whether demographics, age, or the number of sales.

Power BI can be the steppingstone for your business to become successful by extracting useful insights from your data.

Want to know how?

If yes, this Power BI user guide is for the people like you who want to explore the possibilities and opportunities of a data-driven business growth.

CHAPTER 1

What Is Power BI?

In this chapter, we will get to know about the history, architecture, and components of Power BI.



History of Power BI

The concept of Power BI was originally designed by Ron George under the name "Project Crescent". Amir Netz and Thierry D'Hers were the ones who fabricated this innovative application.

In July 2011, Project Crescent was available free to download for the public, combined with the SQL Server Codename Denali.

In September 2013, Project Crescent was renamed Power BI by Microsoft as Power BI for Office 365. It was the first version of Power BI based on Microsoft Excel with add-ons such as Power Pivot, Power Query, and Power View.

With time, Microsoft keeps updating this application with new features and functions, like enterprise-level data connectivity, a question and answer panel, and security updates.

From July 24, 2015, Microsoft Power BI was available to download for the general public with different versions of web, desktop, and mobile apps.

