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

The term ****Business Intelligence (BI)**** refers to technologies, applications and practices for the collection, integration, analysis, and presentation of business information. The purpose of Business Intelligence is to support better business decision making. Essentially, Business Intelligence systems are data-driven Decision Support Systems (DSS). Business Intelligence is sometimes used interchangeably with briefing books, report and query tools and executive information systems.

**Or**

Business intelligence combines business analytics, data mining, [data visualization](https://www.tableau.com/learn/articles/data-visualization), data tools and infrastructure, and best practices to help organizations make more data-driven decisions.

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

Microsoft Power BI is used to find insights within an organization's data. Power BI can help connect disparate data sets, transform and clean the data into a data model and create charts or graphs to provide visuals of the data. All of this can be shared with other Power BI users within the organization.

The data models created from Power BI can be used in several ways for organizations, including the following:

* telling stories through charts and [data visualizations](https://www.techtarget.com/searchbusinessanalytics/definition/data-visualization);
* examining "what if" scenarios within the data; and
* creating reports that can answer questions in real time and help with forecasting to make sure departments meet [business metrics](https://www.techtarget.com/searchcustomerexperience/definition/business-metric).

Power BI can also provide executive dashboards for administrators or managers, giving management more insight into how departments are doing.

 it's mostly used by data analysts and BI professionals who create the data models before disseminating reports throughout the organization. However, those without an analytical background can still navigate Power BI and create reports.

**3.Explain Descriptive analytics?**

Descriptive analytics is the most common and fundamental form of analytics that companies use. Every part of the business can use descriptive analytics to keep tabs on operational performance and monitor trends. Examples of descriptive analytics include [KPIs](https://www.netsuite.com/portal/resource/articles/erp/key-performance-indicators-kpis.shtml) such as year-on-year percentage sales growth, revenue per customer and the average time customers take to pay bills. The products of descriptive analytics appear in financial statements, other reports, dashboards and presentations.

**4.Explain perspective analytics?**

Predictive analytics is a branch of advanced analytics that makes predictions about future outcomes using historical data combined with statistical modeling, data mining techniques and[machine learning](https://www.ibm.com/cloud/learn/machine-learning). Companies employ predictive analytics to find patterns in this data to identify risks and opportunities.

**5.Write five real-life questions that PowerBi can solve.**

### Analysing the sales of an organisation over period of time.

* Analysing the profit margin.
* Analysing the patient to doctor ratio.
* Ware house performance analysis.
* Finding the customer satisfaction rate.