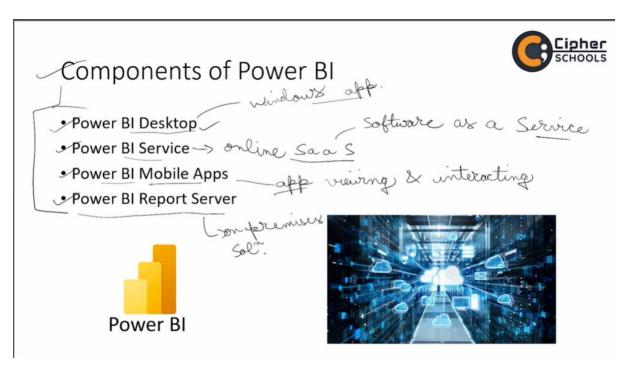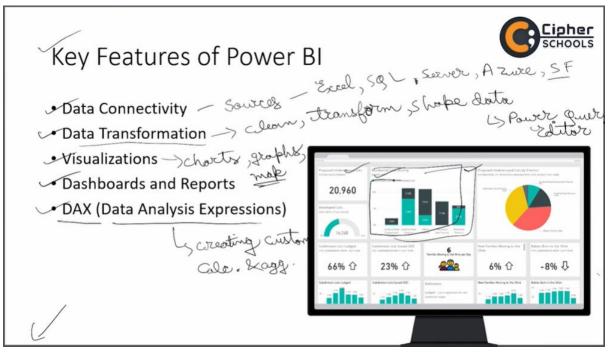# Getting started
with Power BI Desktop

What is Power BI?

- Power BI is a business analytics tool developed by Microsoft that enables users to visualize and analyze data with greater speed, efficiency, and understanding.

- It offers interactive visualizations, business intelligence capabilities, and an easy-to-use interface for creating reports and dashboards.
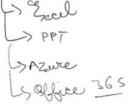
Microsoft

Components of Power BI

- Power BI Desktop → windows app.
- Power BI Service → online SaaS → Software as a Service
- Power BI Mobile Apps → app viewing & interacting
- Power BI Report Server → on premises Soln.

Power BI

Key Features of Power BI

- Data Connectivity — Sources — Excel, SQL, Server, Azure, SF
- Data Transformation → clean, transform, shape data → Power Query Editor
- Visualizations → charts, graphs, map
- Dashboards and Reports
- DAX (Data Analysis Expressions) → creating custom calc. & agg.

20,960

66% ⬆   23% ⬆   6   6% ⬆   -8% ⬇

Benefits of Using Power BI

data stream

- Ease of Use — *Complex*
- Real-Time Insights
- Collaboration and Sharing
- Cost-Effective → *$*
- Integration with Other Tools
  - → *Excel*
  - → *PPT*
  - → *Azure*
  - → *Office 365*

Who Can Benefit from Power BI?

- Business analysts, data analysts, and data scientists
- Decision-makers and executives
- IT professionals