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■ Types of Power BI Licensing

Microsoft Power BI offers three main types of licensing models:

- 1. Power BI Free (For Individual Use)
  - Used for creating reports using Power BI Desktop.
  - Users can analyze data locally.
  - Can publish reports to Power BI Service.
  - Cannot share reports or collaborate with others.
- 2. Power BI Pro
  - Costs around ■750/user/month.
  - Allows publishing reports and dashboards to the Power BI Service.
  - Enables collaboration in workspaces with team members.
  - Supports sharing, commenting, exporting, and Excel integration.

3. Power BI Premium  
Power BI Premium is available in two formats:

- a. Premium Per User (PPU)
  - Costs approximately ■1,500/user/month.
  - Offers more features than Pro like Paginated reports, AI visuals, 48x refresh per day.
- b. Premium Per Capacity
  - Ideal for large enterprises.
  - Provides dedicated compute resources.
  - Allows report viewing without requiring a Pro license for each user.

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■ Differences Between All Licensing Types

Feature	Power BI Free	Power BI Pro	Premium Per User	Premium Per Capacity
Report Authoring (Desktop)	■	■	■	■
Report Sharing	■	■	■	■
Workspace Collaboration	■	■	■	■
Paginated Reports	■	■	■	■
AI Features	■	■	■	■
Refresh Frequency	8/day	8/day	48/day	48/day
Storage Capacity	1 GB/user	10 GB/user	100 GB/user	Upto 400 GB
Dedicated Compute	■	■	■	■

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■ Benefits of Power BI Premium Over Power BI Pro (Step-by-Step)

#### Step 1: Dedicated Resources

- Premium offers dedicated servers.
- Ensures high performance and faster report refresh.

#### Step 2: Higher Data Refresh Limit

- Pro: Up to 8 times/day.
- Premium: Up to 48 times/day.

#### Step 3: Advanced AI Capabilities

- Premium enables usage of Auto ML, Cognitive Services, and AI visuals.

#### Step 4: Paginated Reports

- Allows pixel-perfect reports (PDF-style) only in Premium.

#### Step 5: Larger Dataset Support

- Pro: Up to ~1 GB per dataset.
- Premium: Supports ~400 GB or more per dataset.

#### Step 6: Multi-Geo Deployment & Viewer Access

- Enables data hosting in different geographic regions.
- Non-Pro users can view reports with Premium Capacity.

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#### ■ Conclusion: Which License Should You Choose?

Your Role / Requirement	Recommended License
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Student or Self-Learner	Power BI Free
Freelancer or Small Team	Power BI Pro
Mid or Large Enterprise	Power BI Premium (PPU or Capacity)

#### Choose Premium when you:

- Handle high volume datasets.
- Need more frequent report refresh.
- Require organization-wide reporting and AI capabilities.