### Power BI Licensing Guide (English)

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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:

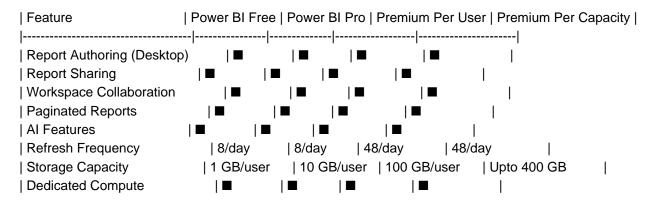
- a. Premium Per User (PPU)
- Costs approximately ■1,500/user/month.
- Offers more features than Pro like Paginated reports, Al visuals, 48x refresh per day.

# 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



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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 Al 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
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.