**Power BI Assignment 1**

1. What do you mean by BI? Explain.

* Business intelligence (BI) helps to uncover insights for making strategic decisions. Business intelligence tools analyze historical and current data and present findings in intuitive visual formats.

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

* PowerBi is a SSBI (Self Service Business Intelligence tool) helps to collect & transform data from multiple sources that leverages visual analytics

to empower people and organizations in making the most of their data, helps stakeholders make sense of the massive amounts of data available.

1. Explain Descriptive analytics?

* Descriptive analyticslooks at data statistically to tell you what happened in the past. Descriptive analytics helps a business understand how it is performing by providing context to help stakeholders interpret information. This can be in the form of [data visualizations](https://insightsoftware.com/encyclopedia/data-visualization/)like graphs, charts, [reports](https://insightsoftware.com/resources/7-design-tips-for-pixel-perfect-operational-reports/), and dashboards.
* How can descriptive analytics help in the real world? In a healthcare setting, for instance, say that an unusually high number of people are admitted to the emergency room in a short period of time. Descriptive analytics tells you that this is happening and provides real-time data with all the corresponding statistics (date of occurrence, volume, patient details, etc.)

1. Explain Predictive analytics?

* Predictive analyticstakes historical data and feeds it into a machine learning model that considers key trends and patterns. The model is then applied to current data to predict what will happen next.

1. Explain prescriptive analytics?

* Prescriptive analytics helps to takes predictive data to the next level. Now that you have an idea of what will likely happen in the future, what should you do? It suggests various courses of action and outlines what the potential implications would be for each.

1. Write five real-life questions that PowerBi can solve.

- PowerBi helps to solve problems from business to business across variety

of sectors – finance, retails and consumer goods, energy,

technology, government, education, healthcare and professional services.

Below are some of the industries where PowerBi helps to solve real-life

problems :

1. Financial Services :

* Helps to connect with multiple datasources
* Enable business users as well as IT staff to develop reports and BI solutions
* To track down health of multiple products in financial services
* Customer service, online banking, and branch staffing are just a few of the teams that now use BI tools to improve efficiency

1. Health :

* In recent times, we have seen Covid-19. How multiple portals were collecting data and presenting in the form of different visualizations
* PowerBi will help to connect with multiple data sources, helps to track disease awareness, spread and diagnosis across target population and also

present vaccination program information in the form of various charts and visuals

C. Sales & Marketing :

- PowerBi helps to connect with multiple data sources

- Helps to visualize current and target sales of various product with a

Organization

* Helps to visualize Volume, Market share, Sentiments
* Unit sales across YTD and also different metrics

D. Manufacturing :

- Helps to track production quantity, cost, cost efficiency, production fulfilment

- Also helps to see order status, actual cost by ops

- Which products are getting sold more and have more orders

E. Media & Advertising Campaigns :

- PBI helps to track Ad awareness, consumption and penetration

- Helps also on spend analysis and by figuring out co-relation between

Sales and awareness campaign, They air ads and change a format of ads &

media as per festive occasions to increase sales of their product, this all

could be track with the help of PBI