**Power BI Desktop:**

Power BI Desktop is for anybody and everybody that wants to glean meaningful insight from their data and apply it to their business. It is ideal for small business owners and individual professionals for whom large scale collaboration and integration is not always necessary.

It is a free version.

**Power BI Pro:**

Power BI Pro is the full version of Power BI, ability to use Power BI for both building dashboards, reports and unlimited viewing, sharing and consumption of your created reports (and reports shared by others) which is not possible with Power BI Desktop.

Power BI is per user basis suppose in your organization has 10 people that need the full capabilities offered by Power BI Pro to create dashboards and reports, you require 10 licenses of Power BI Pro and it offers 10GB per user.

If you have more no of user, Power BI Premium would be a better idea considering the scale of operations as eventually.

Pro plan costs $9.99/user/month

**Power BI Premium:**

Power BI Premium license is not a per-user license like a Free or Pro License. Instead, Power BI Premium license provides a dedicated unit of capacity for all users in the organization. This dedicated capacity (aka Premium Workspace) can be used to host large datasets up to 50GB while offering a total storage of 100TB in the cloud.

Power BI Premium is for use in large organizations with a great number of users that need to collaborate in real time

Premium plan starts at $4,995 a month per dedicated cloud compute and storage resource