1. Explain the concept of Self-Service Business Intelligence (SSBI) and how Power BI facilitates it.
2. Describe the primary building blocks of Power BI and explain how each one contributes to effective data analysis.
3. What are calculated columns and measures in Power BI? How do they differ, and when would you use each? Provide examples.
4. Explain how to clean and transform data using Power BI's Query Editor. Provide examples of common data preparation tasks such as removing duplicates, splitting columns, or changing data types.
5. What is DAX (Data Analysis Expressions), and why is it important in Power BI? Discuss how DAX differs from traditional Excel formulas.
6. Compare and contrast the Star Schema and Snowflake Schema in Power BI data modeling. What are the advantages and disadvantages of each?
7. Explain the difference between row context and filter context in DAX. Provide examples to demonstrate how each context works.
8. Discuss the benefits of using Power BI in comparison to other business intelligence tools. Provide examples where Power BI would be particularly useful.
9. Describe the steps for managing relationships between tables in Power BI. How can you handle one-to-many and many-to-many relationships in a data model?
10. How does Power BI Desktop differ from Power BI Service? In what scenarios would you use one over the other?
11. What are the key features of Power Query in Power BI? Explain the role of M Query language in Power Query.
12. Explain the concept of data modeling in Power BI. Why is creating relationships between tables essential for building effective data models?
13. Describe the process of combining multiple datasets in Power BI Desktop. When would you use 'merge' versus 'append' queries?
14. What is a surrogate key, and why is it important in Power BI data modeling? Explain with an example.
15. Describe how the CALCULATE() function works in DAX and explain why it is considered one of the most powerful functions in Power BI. Provide a scenario where CALCULATE() would be essential.