

# Data connections in Power BI

DATA CONNECTIONS IN POWER BI



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# The importance of data

## Why is data important?

- Beneficial for different sized companies and industries
- Used to support decision making:
  - Company KPIs
  - Marketing efficiency

## Understand company data

- Internal data:
  - Collected by the company itself
  - Relates to their own operations
- External data:
  - Collected by external companies
  - Related to more general information

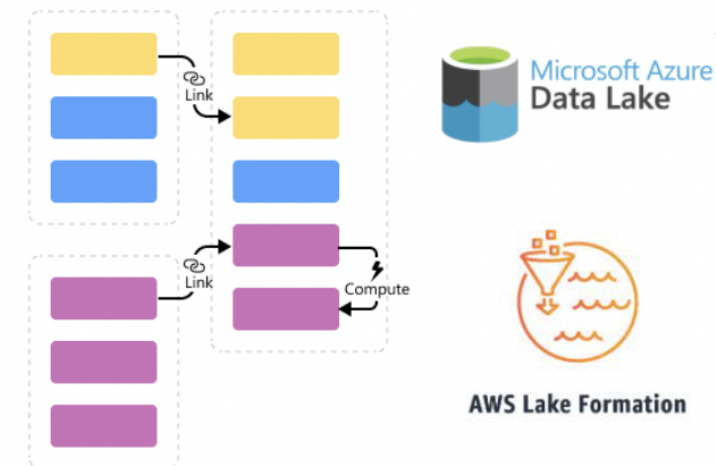
# Storing data

- Data source is the original source of data
  - Database management systems (MySQL, Oracle, etc.)
  - CSV/Excel files
  - Web services
- Data lakes gather data from many different sources
- Datasets are collections of processed data in tabular form

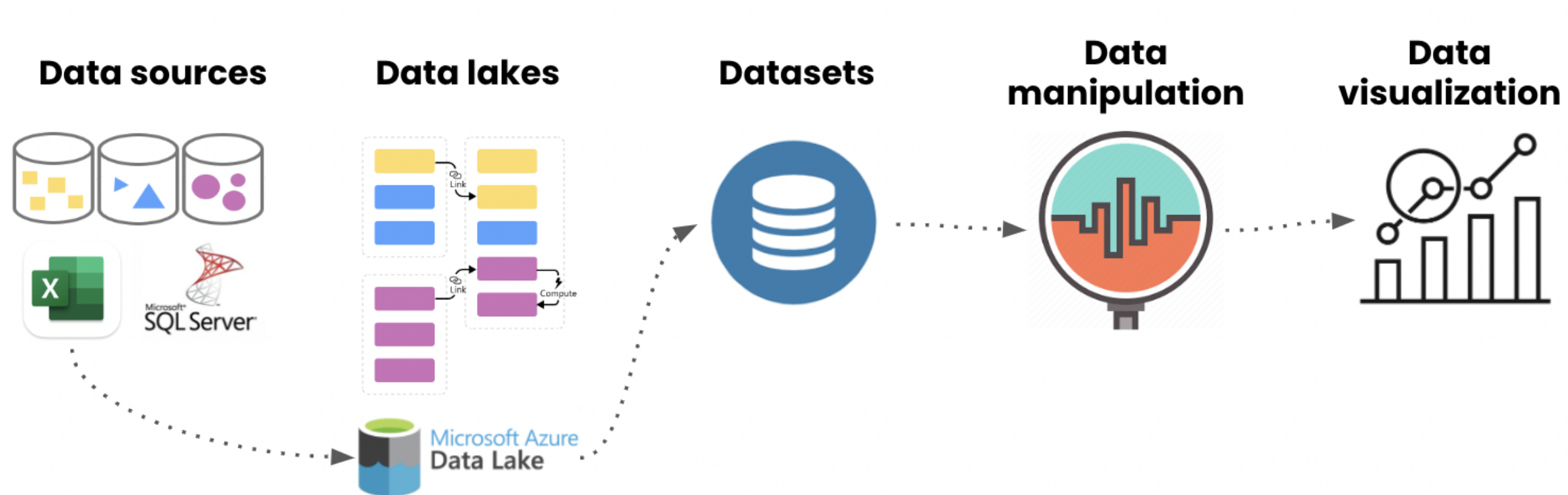
## Data sources



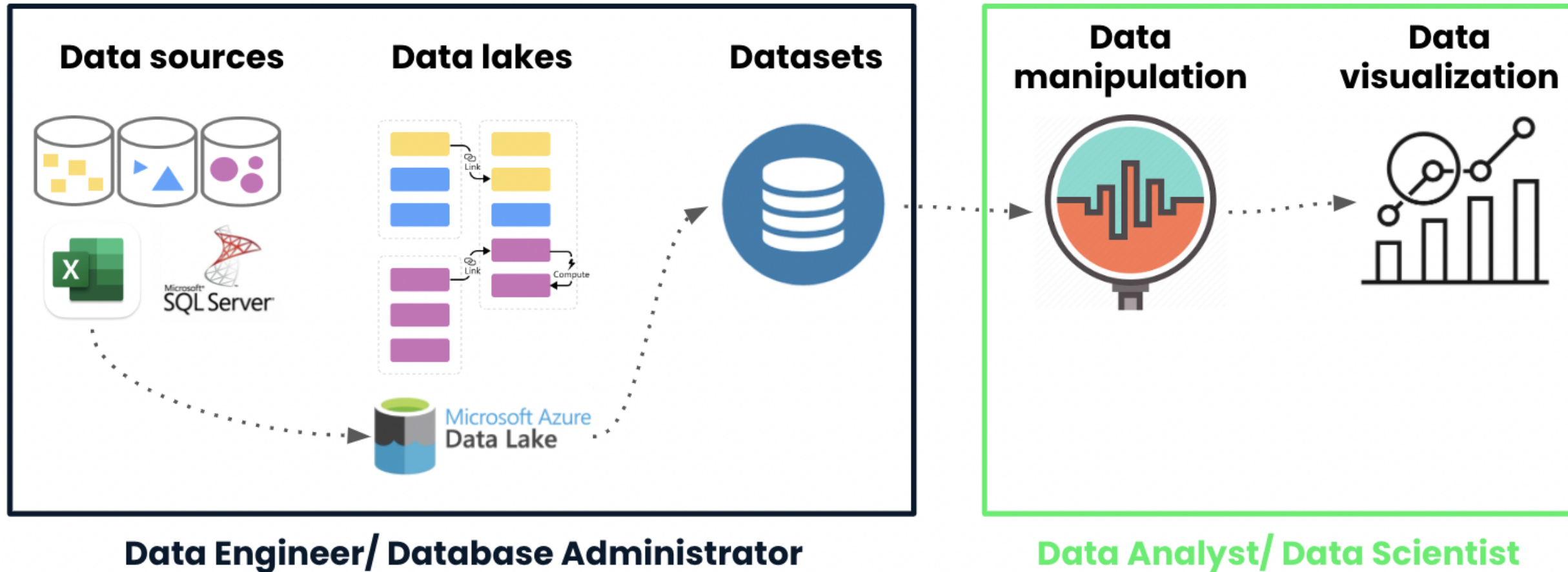
## Data lakes



# The flow of data



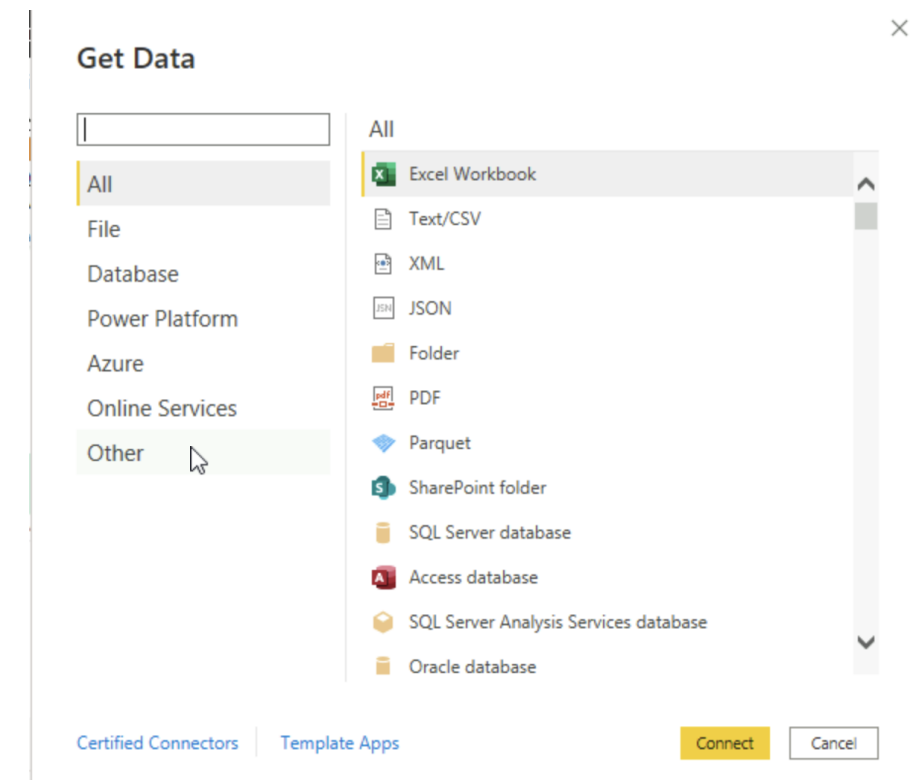
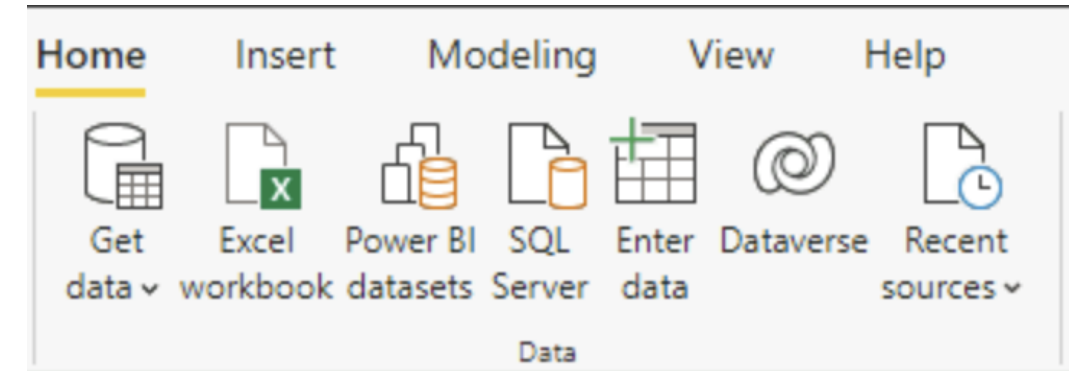
# The flow of data



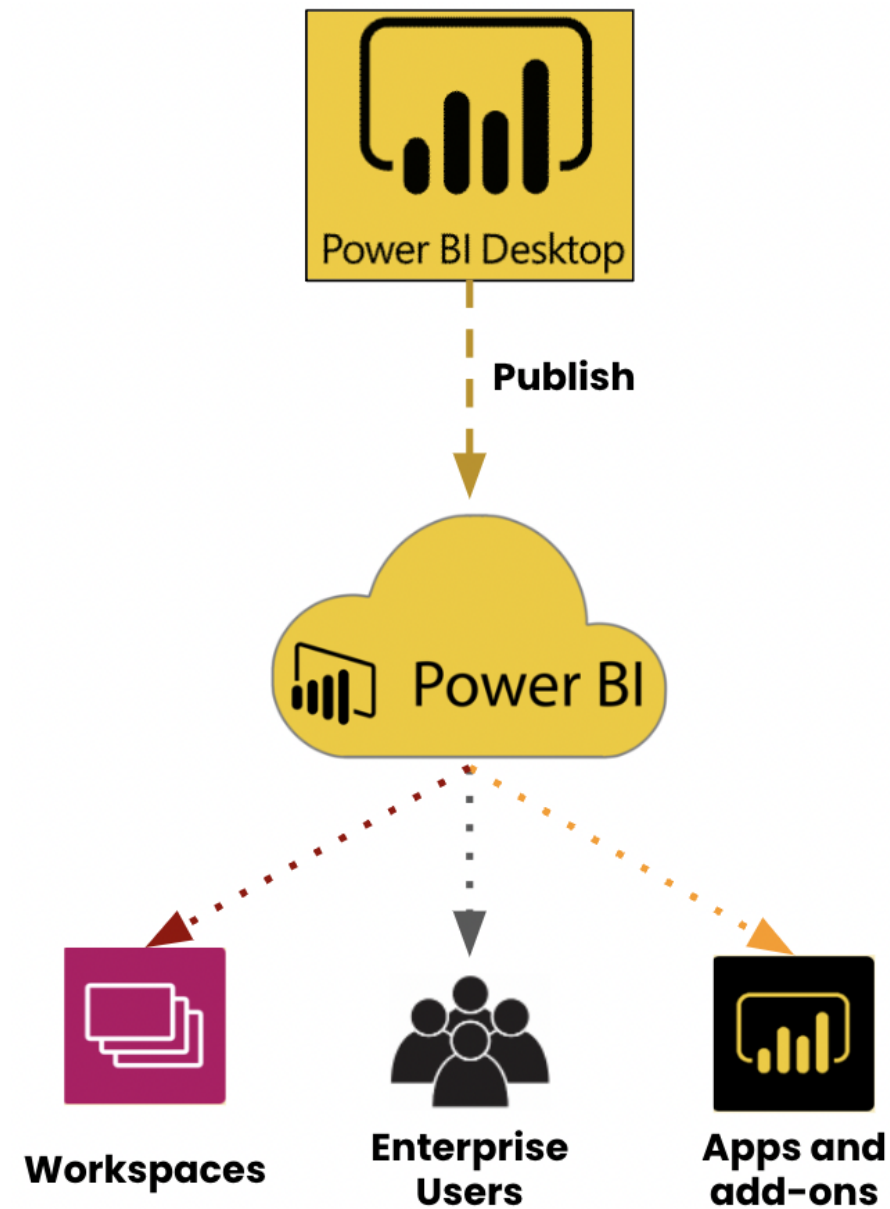
- Data engineers are involved with the first stages, while data analysts deal with the latter stages
- A logical flow of data allows for more efficient utilization of company data

# Data in Power BI Desktop

- Over 100 data connections available
  - Excel files
  - Databases
  - Online Services
- Dataverse is a cloud-based storage space



# Power BI Service



- SaaS (Software as a Service) version of Power BI
- Workspaces allow organization of content
- Access for entire enterprises
- Apps provide resource for reporting and analytics

# Data in Power BI Service

- Share and manage company datasets and reporting
- Dashboard building capabilities
- Data gateway connections
- Scheduled refreshes

Power BI Home

Trial: 54 days left

Search

Good afternoon, Iason

Find and share actionable insights to make data-driven decisions

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Intro—What is Power BI

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| Name           | Type    | Opened | Location     |
|----------------|---------|--------|--------------|
| DimEntity Test | Dataset | now    | My workspace |



# Power BI comparison

| Power BI Desktop  | Both  | Power BI Service   |
|---|---|--|
| Many data sources<br>Transforming<br>Shaping & modeling<br>Measures<br>Calculated columns<br>Python<br>Themes<br>RLS creation | Reports<br>Visualizations<br>Security<br>Filters<br>Bookmarks<br>Q&A<br>R visuals | Some data sources<br>Dashboards<br>Apps & Workspaces<br>Sharing<br>DataFlow creation<br>Paginated reports<br>RLS management<br>Gateway connections |

- Desktop application useful for loading, transforming and manipulating data
- Service application has strengths in sharing different assets
- Report building and security measures available in both

# Let's practice!

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# Power BI Desktop connections

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# Welcome to Power BI Service

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