

## What do you mean by BI? Explain

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

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

ANS 2

Some of the specific benefits that businesses experience when using BI include:

- Increased efficiency of operational processes.
- Insight into customer behavior and shopping patterns.
- Accurate tracking of sales, marketing, and financial performance.
- Clear benchmarks based on historical and current data.
- Instant alerts about data anomalies and customer issues.
- Analyses that can be shared in real-time across departments.

## Explain Descriptive analytics?

Descriptive analytics is the process of using current and historical data to identify trends and relationships. It's sometimes called the simplest form of data analysis because it describes trends and relationships but doesn't dig deeper.

1. Traffic and Engagement Reports

2. Financial Statement Analysis

## Explain Predictive analytics?

Predictive analytics is the process of using data to forecast future outcomes. The process uses data analysis, machine learning, artificial intelligence, and statistical models to find patterns that might predict future behavior. Organizations can use historic and current data to forecast trends and behaviors seconds, days, or years into the future with a great deal of precision.

Explain perspective analytics?

Prescriptive analytics is the process of using data to determine an optimal course of action. By considering all relevant factors, this type of analysis yields recommendations for next steps. Because of this, prescriptive analytics is a valuable tool for data-driven decision-making.

Write five real-life questions that PowerBi can solve.

### **Financial services**

A large financial institution in the United Kingdom used business intelligence to connect all its data sources and enable business users as well as IT staff to develop reports and BI solutions, making the business more agile and responsive. Customer service, online banking, and branch staffing are just a few of the teams that now use BI tools to improve efficiency.

### **Health**

A global healthcare solutions provider developed a configuration management system in the cloud to give the company's IT business operation teams one source of truth for its asset and configuration management inventory. It also integrated the system with a business intelligence tool with advanced visualization capabilities, enabling less technical employees and consumers to quickly get answers to questions.

### **Manufacturing**

A large manufacturing company in the United States deployed a cloud-based business intelligence solution that balanced governance and autonomy in report creation while providing advanced analytics. The cost-effective solution keeps the spirit of self-service alive, while giving IT more control over how and where data is stored, accessed, and maintained.