1. Business intelligence (BI) refers to the procedural and technical infrastructure that collects, stores, and analyzes the data produced by a company’s activities.BI is a broad term that encompasses data mining, process analysis, performance benchmarking, and descriptive analytics. BI parses all the data a business generates and presents easy-to-digest reports, performance measures, and trends that inform management decisions.
2. Power BI is important in analyzing data because it offers many features that make data analysis easier and more effective. These features include:

* Customized predictive analysis
* Real-time data sharing
* Interactive dashboards
* Extensive data connectivity
* Advanced analytics.

1. Descriptiveanalyticsis a**statistical method that is used to search and summarize historical data to identify patterns or meaning**s. [It is the process of parsing historical data to better understand the changes that have occurred in a business](https://www.bing.com/ck/a?!&&p=4f958ff132e6ce10JmltdHM9MTcwNTI3NjgwMCZpZ3VpZD0wNmM3YWUxMS1mNWQyLTYyODgtMzc1MC1iZTVkZjQ2MDYzOWQmaW5zaWQ9NTc0Mw&ptn=3&ver=2&hsh=3&fclid=06c7ae11-f5d2-6288-3750-be5df460639d&psq=Explain+Descriptive+analytics%3f&u=a1aHR0cHM6Ly93d3cuaW52ZXN0b3BlZGlhLmNvbS90ZXJtcy9kL2Rlc2NyaXB0aXZlLWFuYWx5dGljcy5hc3A&ntb=1). Using a range of historical data and benchmarking, decision-makers obtain a holistic view of performance and trends on which to base business strategy.
2. 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.
3. Perspective analytics is a process of **analyzing data from various viewpoints or perspectives to gain deeper insights and make informed decisions**.
4. **What are the most popular products sold in a store?  
   How can I improve my customer retention rate?  
   What is the most effective marketing channel for my business?  
   How can I reduce my manufacturing costs?  
   What is the impact of my social media campaigns?**