**Power BI Assignment 1**

**1. What do you mean by BI? Explain.**

Business intelligence (BI) is the process of collecting, analyzing, and interpreting data to gain insights that can help businesses make better decisions. BI tools and techniques can be used to track performance, identify trends, and forecast future outcomes.

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

Power BI is a business intelligence platform that helps businesses collect, analyze, and visualize data. It provides a variety of features that make it easy to create interactive dashboards and reports, share insights with others, and automate tasks.

Power BI can help analysts in a number of ways, including:

1. simplifying the process of data analysis and visualization

2. providing a central repository for data

3. enabling collaboration and sharing of insights

4. automating tasks

5. making it easy to present findings to stakeholders

**3. Explain Descriptive analytics?**

Descriptive analytics is the simplest form of BI. It involves collecting data and summarizing it in a way that makes it easy to understand. Descriptive analytics can be used to answer questions like "What happened?" and "What is happening now?"

For example, a retailer might use descriptive analytics to track sales data to see how sales are trending over time.

**4. Explain Predictive analytics?**

Predictive analytics is a more advanced form of BI that uses historical data to predict future outcomes. Predictive analytics can be used to answer questions like "What is likely to happen?" and "What should we do next?"

For example, a retailer might use predictive analytics to predict which customers are likely to churn.

**5. Explain perspective analytics?**

Perspective analytics is a type of BI that focuses on providing different perspectives on data. This can be done by drilling down into data, slicing and dicing data, or creating different visualizations.

For example, a retailer might use perspective analytics to see how sales data varies by product category, region, or time of year.

**6. Write five real-life questions that PowerBi can solve.**

Here are five real-life questions that Power BI can solve:

• How many customers have we acquired in the past year?

• What are our top-selling products?

• Where are our customers located?

• What is our customer churn rate?

• What are our marketing campaigns most effective?

• How can we improve our sales?

Power BI can be used to answer these questions and many more. It is a powerful tool that can help businesses make better decisions.