* Content packs are the only sample format that is available from within Power BI
* A content pack is essentially a bundle of one or more dashboards, datasets, and reports
* someone creates and that can be used with Power BI service. People create content packs to share with colleagues.
* Each of the Power BI sample content packs contains a dataset, report, and dashboard. Content packs are not available for Power

First screen when open a PBI

