**Power BI Assignment 1**

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

🡺 BI stands for Business Intelligence. BI in power BI refers to the tool’s focus on enabling business to gain insights and intelligence from their data for informed decision-making.

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

🡺 Power BI assists in business Intelligence by providing a platform for analyst to gather, analyze and visualize data also helps in decision-making processes. Here, are some ways power Bi help analyst:

1.Data Integration.

2.Data Modelling.

3.Visualization.

4.Real time analysis.

5.Sharing and collaboration.

6.Quering and exploration.

7.Mobile accessibility.

8.Advance analytics.

So, in summary we can say power Bi streamlines the Bi process by offering a comprehensive suite of tools for data integration, modelling, visualization and analysis. This empowers analysts to derive actionable insights from data, helps organizations in making informed decisions.

**3.Explain Descriptive analytics?**

🡺 Descriptive analytics involves analysing historical data to understand what has happen in the past. it focuses what has happened on summarizing and presenting information in a way that is easily understandable. The main objective of descriptive analytics are to provide insights into patterns, trends and key features of a dataset.

**4.Explain Predictive analytics?**

**🡺** Predictive analytics involves using statistical algorithms and machine learning techniques to analyse historical data and make predictions about future events or trends. It goes beyond descriptive analytics, which focuses on summarizing past data, by attempting to forecast what might happen based on patterns and relationships identified in historical information.

**5.Explain perspective analytics?**

🡺 Perspective analytics is the use of advanced processes and tools to analyse data and content to recommend the optimal course of action or strategy moving forward. In education, perspective analytics help improve student learning, retention, engagement and performance by providing personalized and adaptive feedback, recommendations and interventions.

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

* Sales performance analysis

what products or regions contribute the most to our revenue?

* Customer Segmentation

Can we identify distinct customer segments based on their purchasing behaviour to increase our marketing strategies more effectively.

* Inventory Management

What is the current stock level of each product and can power Bi help optimize inventory by predicting demand patterns or identifying slow moving items ?

* Employee Productivity

How are employee performance metrics, such as sales targets or project completion rates, tracking over time, and are there correlations with specific factors like training or departmental changes?

* Financial Forecasting:\*

What is the projected financial outlook for the next quarter, considering factors like sales forecasts, expenditure trends, and market conditions?