

1. What is Power BI, and what are its three main components?

Power BI is a business analytics tool developed by Microsoft that enables users to visualize data, share insights, and make data-driven decisions. It connects to various data sources, transforms raw data into interactive dashboards and reports, and supports real-time analytics.

Three Main Components of Power BI:

- I. Power BI Desktop
- II. Power BI Service (Power BI Online)
- III. Power BI Mobile

2. Name two business use cases for Power BI dashboards.

I. Sales Performance Tracking

Monitor sales by region, product, and salesperson to identify top performers and underperforming areas.

II. Financial Reporting

Visualize revenue, expenses, and profit trends over time to support budgeting and financial planning.

3. How do you download and install Power BI Desktop?

Install from Microsoft Store:

Click “Get” to install Power BI Desktop directly.

It will automatically install the latest version on your computer.

4. What is the difference between Power BI Desktop and Power BI Service?

Power BI Desktop is for creating and designing reports.

Power BI Service is for sharing, viewing, and collaborating on those reports online.

5. What file extension does a Power BI project use?

A Power BI project is saved with the file extension .pbix.

.pbix stands for Power BI eXport.

It contains data connections, data model, queries, and report visualizations.

6. Explain the role of Power Query in Power BI.

Power Query is like the kitchen of Power BI — it prepares raw data before it's served as insights in reports.

7. Why would a business prefer Power BI over Excel for reporting?

Power BI is more powerful, automated, and scalable for modern business reporting compared to Excel.

8. Describe one limitation of the free version of Power BI.

The free version is great for creating reports locally, but limited when it comes to sharing and teamwork.

9. What is a "published report" in Power BI Service?

A published report is a live, shareable version of your Power BI report hosted online for viewing, collaboration, and sharing.

10. How does Power BI Mobile enhance accessibility?

Power BI Mobile puts your business insights in your pocket, making data accessible wherever you are.

11. Compare Power BI with Tableau—pros and cons.

Choose Power BI if you want a cost-effective, Microsoft-integrated, easy-to-use tool for business users.

Choose Tableau if you need advanced visualizations and handle complex, large-scale data.

12. Explain how Power BI integrates with Azure services.

Power BI leverages Azure's cloud services for scalable data storage, processing, advanced analytics, and secure user management—making it a powerful tool for enterprise-grade BI solutions.

13. What are "gateways" in Power BI, and when are they needed?

Gateways connect your local data securely to Power BI online so your reports can stay up-to-date without manual uploads.

14. How would you convince a company to adopt Power BI? (ROI argument)

Investing in Power BI drives measurable ROI by lowering costs, speeding up insights, boosting productivity, and supporting smarter, faster business decisions.

15. What security features does Power BI offer for sensitive data?

Power BI combines user-level controls, encryption, and monitoring to ensure sensitive business data stays secure.