**What is Power BI ?**

Power BI is a business analytics solution that lets you visualize your data and share insights across your organization, or embed them in your app or website. Connect to hundreds of data sources and bring your data to life with live dashboards and reports.

**Power BI Desktop –**

Create rich, interactive reports with visual analytics at your fingertips—for **free**.

**Power BI Pro –**

Create a data-driven culture throughout your organization. Easily share and collaborate on interactive data visualizations using Power BI Pro for self-service analytics.

Pricing applicable per user basis.

**Power BI Premium –**

* Enable *anyone*— whether they’re inside or outside your organization—to view all Power BI content including paginated and interactive reports without purchasing individual licenses.
* Choose the deployment option that works best for your organization, with on-premises reporting through [Power BI Report Server](https://powerbi.microsoft.com/report-server/), and your choice of geographic region for cloud deployment.
* Scale as your needs grow with dedicated cloud infrastructure that gives you control of performance.
* Pricing applicable Organisation basis.

A screenshot of a cell phone

Description automatically generated