

WHAT IS POWER BI?

Power BI is a software from Microsoft that helps organisations visualise and analyse data from a variety of sources through a user-friendly interface.

Organisations have started to collect a lot of data but have not used it to its full potential yet. One of the reasons for that is that people do not like to engage with data in the raw format of an MS Excel file or read lengthy reports where the data is explained (often with months of delay).

This is where Power BI comes in. It can transform substantial amounts of data into actionable information by creating accessible and interactive dashboards for stakeholders to help them monitor progress, track developments, and make informed decisions based on their data.

Why we use it?

- It is easy to use and learn.
- It delivers powerful insights.
- It can connect to almost any data source.
- It easily integrates with Excel.
- It supports automation and machine learning.
- It is cost effective – aside from the publishing, it is free. Even that is often included in a subscription of Microsoft business

What we use it for?



VISUALISE DATA FOR EASIER INSIGHTS AND PROGRESS MONITORING.



REAL-TIME INTERACTIVE DASHBOARDS AND ANALYSIS REPORTS.



AUTOMATED DATA UPDATES FOR REAL-TIME INFORMATION.

It offers simple features for data analysis and management to everyone who is not a data scientist.

The built-in artificial intelligence suggests insights and visuals based on your data and detects trends and abnormalities.

For advanced users it supports **Python and R integration**. This allows more advanced analysis beyond the limits of Power BI.

A core strength is the option of **combining and creating relationships between data sources**, so they can interact with each other as if they were a single source.

Custom visuals are supported and can be tailored made to suit their purpose.

Visualisations can be viewed from anywhere with the Power BI app and shared publicly with stakeholders.