Introduction to PowerBI

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Agenda

• Why is Business Intelligence Important?
• Introducing PowerBI?
• Five Steps to Great Dashboards
• PowerBI Demonstration
• Q & A
Business intelligence allows businesses to make better decisions by accessing big data, and cloud computing has leveled the playing field.

Even small companies that don’t accumulate a large volume of data can derive considerable benefits from better analytics.

Tom Drake, Business.com

Small Data vs. Big Data

52% of organizations have to break big data into small pieces just to work with it.

55% of executives fear that they can’t keep up with the complexity of big data.

Only 35% of big data analysts users have the ability to share results of their analysis in charts, graphs, etc.

Most companies analyze a mere 12% of their data, having 88% underneath the waterline. Those companies are working with small data.
So Why Aren’t Business Using Data More Effectively?

1. Data is in separate silos and not readily available
2. People are reluctant to change
3. Business Intelligence tools have historically been too expensive and hard to use

Not Anymore!
Introducing PowerBI

Power BI for Desktop

*Power BI Desktop is a visual data exploration and reporting tool*

Common Scenarios:
- Connect to data sources
- Create queries
- Configure relationships
- Define data model
- Design reports
- Publish to Power BI app
FIVE STEPS TO GREAT DASHBOARDS

1. Import Data
2. Model & Transform Data
3. Create Reports
4. Add Visualizations
5. Publish & Share Dashboard
STEP 1
Import Data

STEP 2
Model & Transform
STEP 3
Create Reports

STEP 4
Add Filters and Visualizations
STEP 5
Publish and Share