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UNLEASHING THE POWER OF BUSINESS INTELLIGENCE

• Definition -
  • Data analysis of business information
  • Historical, Current and Predictive
  • Analytics, Data Mining, Benchmarking
  • Provide a competitive market advantage

TODAY’S SESSION

• Show the ability to draw upon multiple sources of information for up to the minute results and reporting
• Dashboards
• Analytics that will show spending habits, demographics and location information
• Where to get the data
CHRONOLOGY OF A DASHBOARD

• Power BI
  • Desktop
  • Website
  • Workbooks
  • Apps
WHAT DOES THIS ALL MEAN ???

• Data analytics prior to Power BI was
  • Costly
  • Only available to the Fortune 500
  • Needed programming language

• Data analytics after Power BI
  • Inexpensive
  • Available to everyone
  • DAX is the underlying language (fairly easy to learn)
WHAT DO I NEED

- Computer
- Power BI desktop
- Data sources
  - Sequel Server (Jonas Data Mining)
  - Excel
  - Any other source of data that is meaningful
- Optional items
  - Power BI Pro ($9.99 monthly per user)

DEMONSTRATION