



# UNLEASHING THE POWER OF BUSINESS INTELLIGENCE

POWER BI AND THE FUTURE OF REPORTING



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# UNLEASHING THE POWER OF BUSINESS INTELLIGENCE

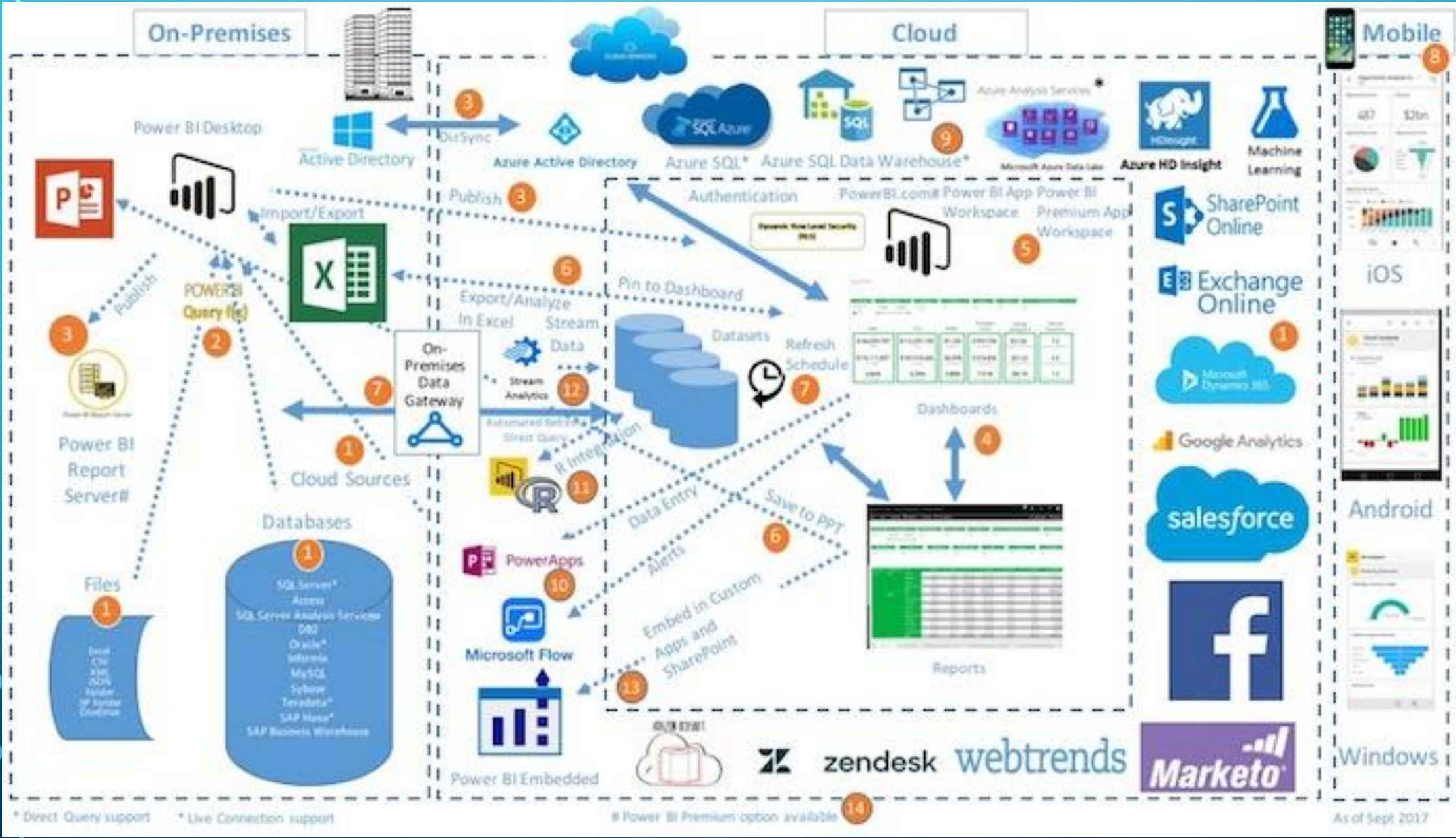
- Definition -
  - Data analysis of business information
  - Historical, Current and Predictive
  - Analytics, Data Mining, Benchmarking
  - Provide a competitive market advantage

# 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

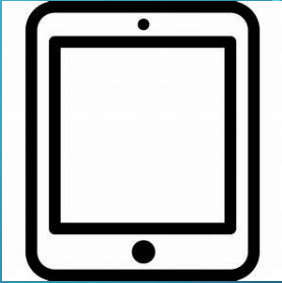
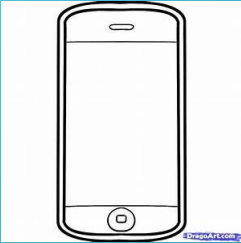
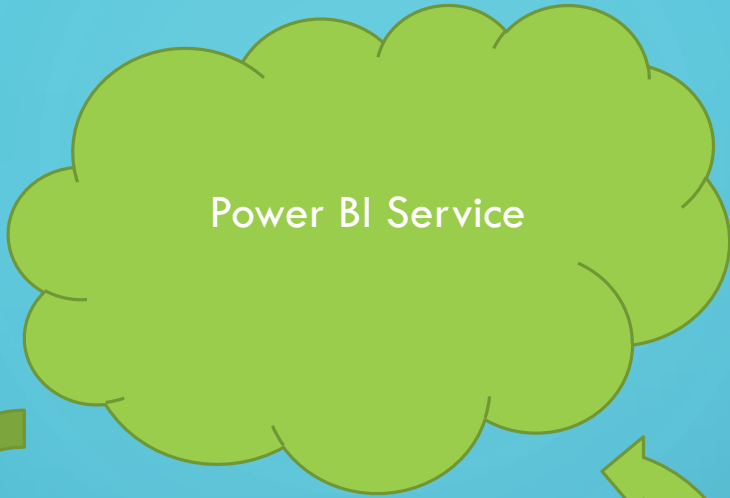
# CHRONOLOGY OF A DASHBOARD

- Power BI
  - Desktop
  - Website
  - Workbooks
  - Apps

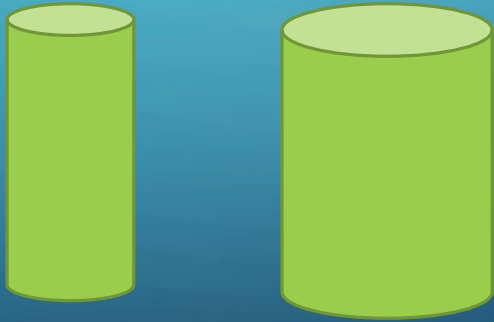


\* Direct Query support \* Live Connection support

† Power BI Premium option available



Power Bi Gateways



Organizational Data



# 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