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# Cutting - Edge Features of Power BI

Power BI

Predictive Analysis

- **The Power BI provides powerful predictive forecasting options in which the end-user does not have to worry about behind the scene math, statistical co-relations & algorithms.**

- **By anticipating what will probably happen in the future or by looking at possible outcomes, users can take decisions at the moment or plan better to encounter such probable outcomes.**

- **It can be said that Power BI not only answers the question of "what happened?" but also answers "what could happen?"**

Actual and Predicted Sales over Time

● Actuals ● Predicted
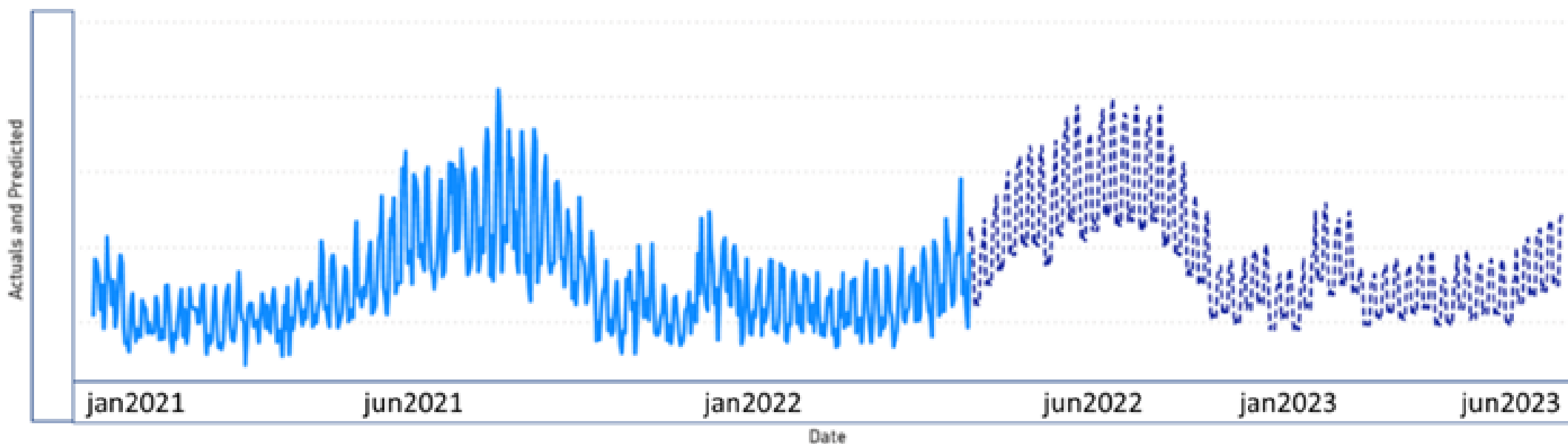
What if Scenarios & Sensitivity Analysis

- **Power BI capabilities enable creating a mock model output platform based on the relation of various business parameters & how a change in each such parameter has some or the other impact on business.**

- **For e.g., one can visualize how different ranges of price change can impact the demand & bottom-line levels. The management of the organization can run & review multiple such probabilities to arrive at the most feasible option.**

Time Frame for Analysis 2020 to 2022	Total Revenue 59 M $	Gross Profit 42.31 %	Net Profit 21.60 %

Adj. Total Revenue ……….. M $		

What If Parameters

| Adj. Gross Profit ……….. M $	Discount % on Pricing 0.00	Increase % on Cost 0.00
Adj. Net Profit ……….. M $		

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Q & A Features

- **The Q&A feature in Power BI is an interactive mode that allows exploring data in your own instinctive words or by using natural language. Behind the dashboard, Power BI reads a massive amount of data & is able to answer the questions raised.**

- **It also allows you to extend your questions or variations therein. Power BI fetches the answers in form of graphs or numbers. This also implies that users can get a lot of answers from Q&A itself thereby rationalizing the number of reports required.**
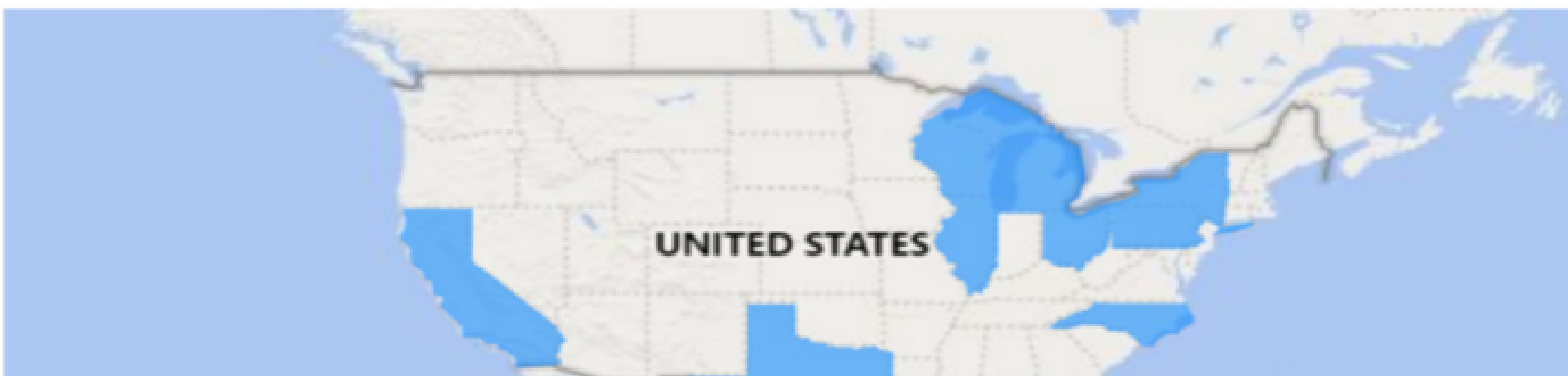
Three-Dimensional Measure

- **Amongst the variety of chart visualizations available in Power BI, a scatter chart measures three data values at a time.**
- **In the below illustration, the size of the tile reflects the quantity of product sold (the size representing an additional dimension of a data), whereas Y-axis shows the sales value & X-axis provides the profit %.**
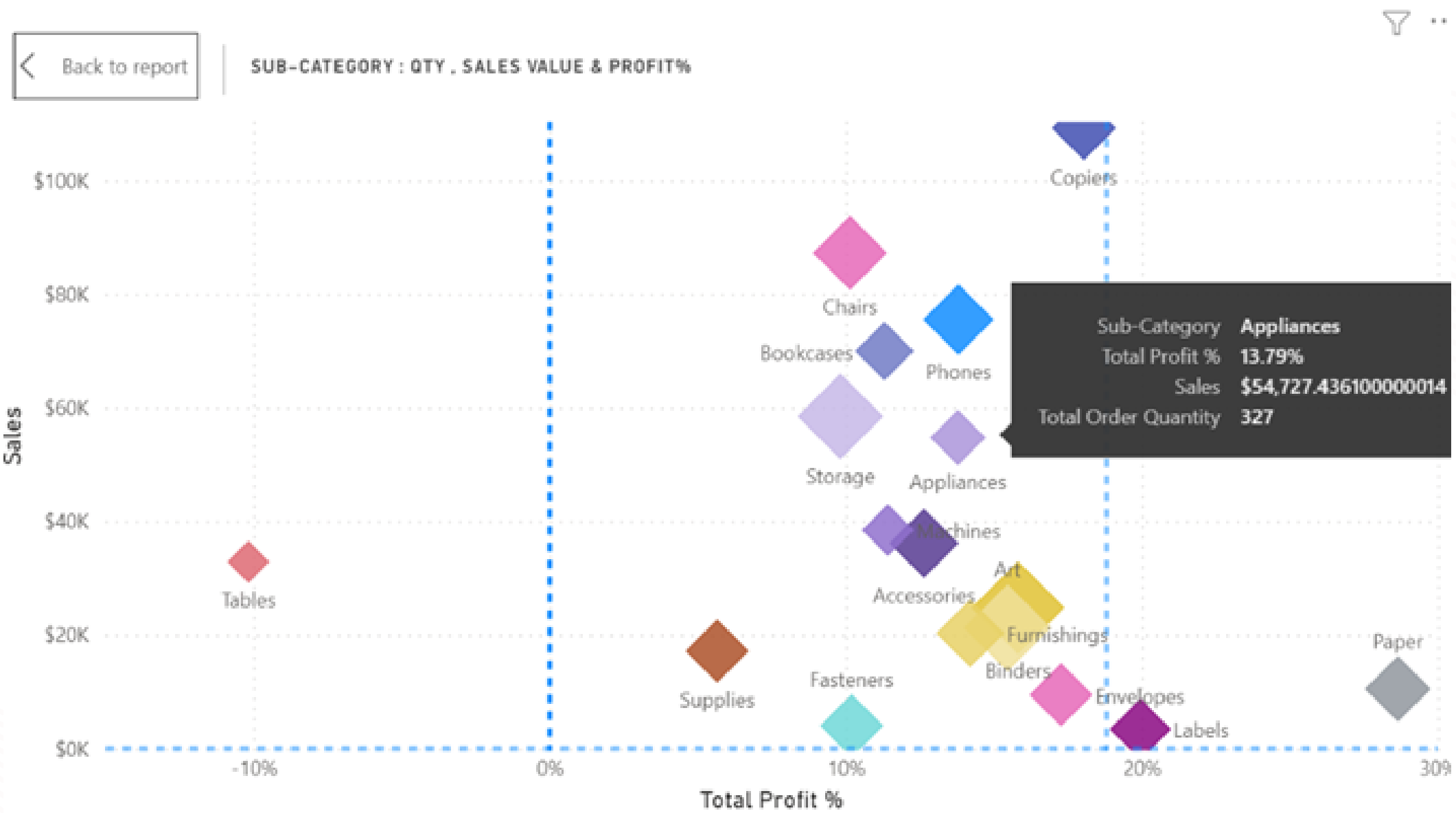
Media Sentiment Analysis

- **Power BI enables organizations to get updated insights about digital marketing activities, brand sentiments, promotion campaign feedback, grouping various feedback comments, reactions, etc., directly on the Power BI dashboard in an organized & analytical format from multiple social platforms of the organization.**
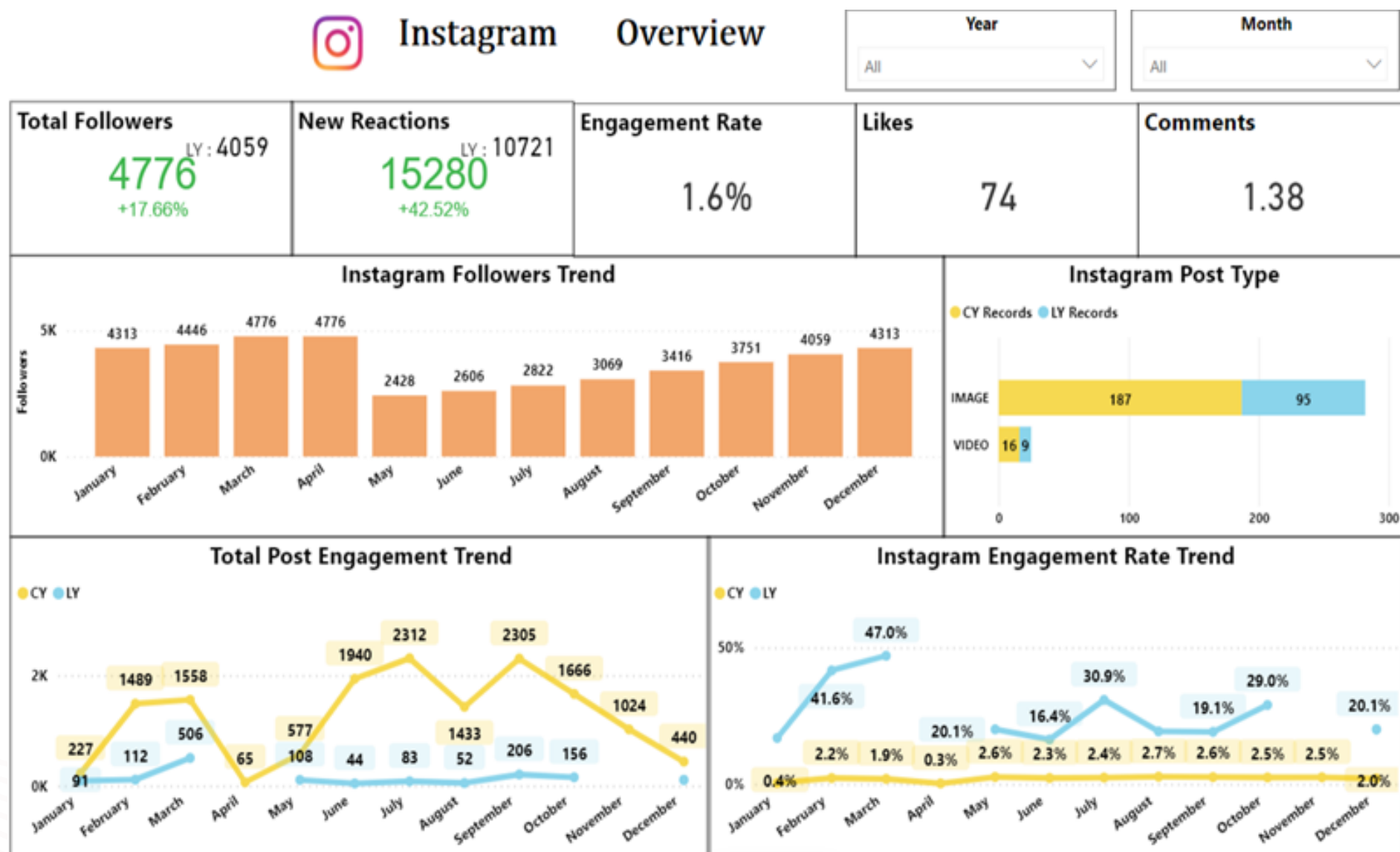
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