

askthe
vCIOs
Learning Series

 **DATAPRISE**
Managing Technology. Powering Business.™

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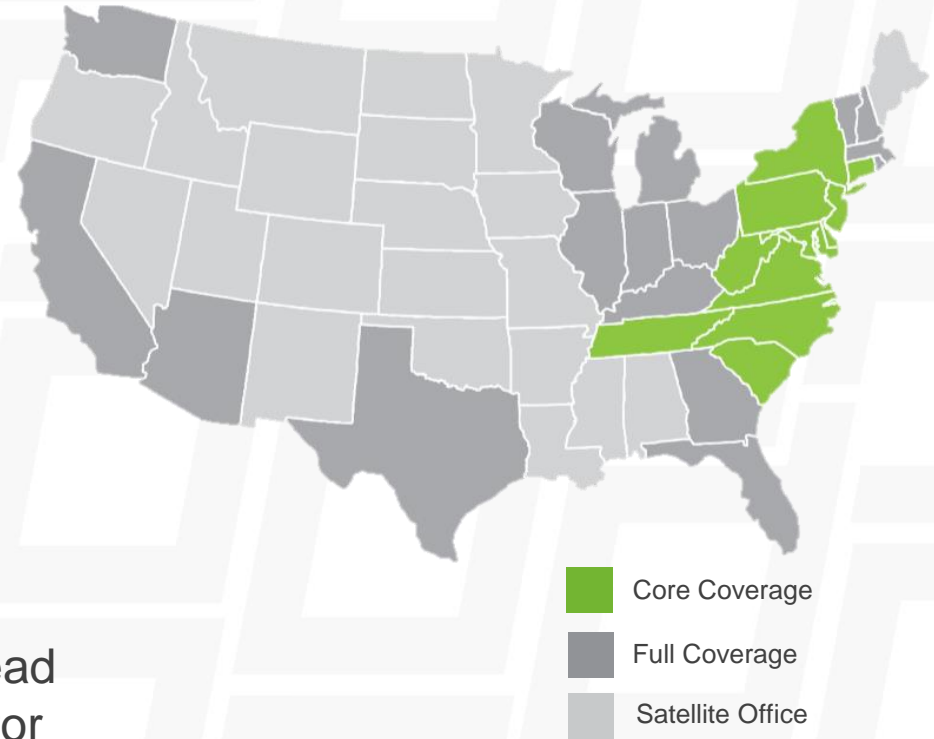
Business Intelligence: Cloud Data Management through Power BI



Presented by **Nick McConnell**
Director of Web Solutions at Dataprise

Dataprise Snapshot

- Leading managed service provider
- Headquarters outside Washington, DC; regionally based with national reach
- Founded in 1995 and privately held
- One stop IT shop
- Helping companies design stay ahead of technology trends and solutions for 20+ years





Business Intelligence: Cloud Data Management through Power BI

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Agenda

- What is Business Intelligence?
- Reporting vs. BI
- Data Warehousing
- What is a Dashboard?
How can you use it?
- Demo
 - Power BI: Dashboards
 - Power BI: Data Transformation
 - Power BI: Reporting / Dashboarding



Do you need real-time access to information for historical trending or predictive planning?



What is Business Intelligence?

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What is Business Intelligence?



Technology, infrastructure, and activities used to organize and analyze raw data in order to improve business performance.

What is Business Intelligence?

- Technology
 - Many different tools are available
 - Cloud-based such as BIRST or PivotLink
 - On-premise such as PowerBI, Qlik, Tableau
- Infrastructure
 - Underlying systems that store the data and make it accessible
 - Databases – SQL, Oracle, Access
 - Hosted Solutions – Salesforce, Dynamics CRM
 - Files – Excel, XML, Text
- Activities
 - Data Mining
 - Online Analytical Processing (OLAP)
 - Querying and Reporting



Reporting vs. BI

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Reporting vs. BI Highlights



Reporting

- Periodic Basis
- Static Format
- Point in time Analysis
- Answers “What” question

BI

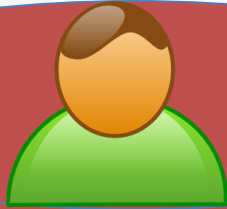
- On-demand
- Interactive Format
- Trending/Historical/What-if
- Answers “Why” question

Reporting vs. BI Comparison

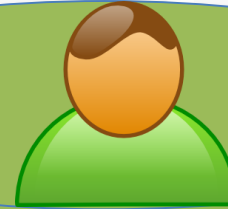


Categories	Reporting	Business Intelligence
Business Decision Usage	Operational, Tactical (Day-to-Day)	Strategic, Analytical (Future Planning)
Interaction	Query, then Analyze	Analyze, then Drilldown
Accuracy	Real-time	Near Real-time
Timing	Point in Time	Trending, Historical, Forecasting
KPI	No	Yes

Effectiveness

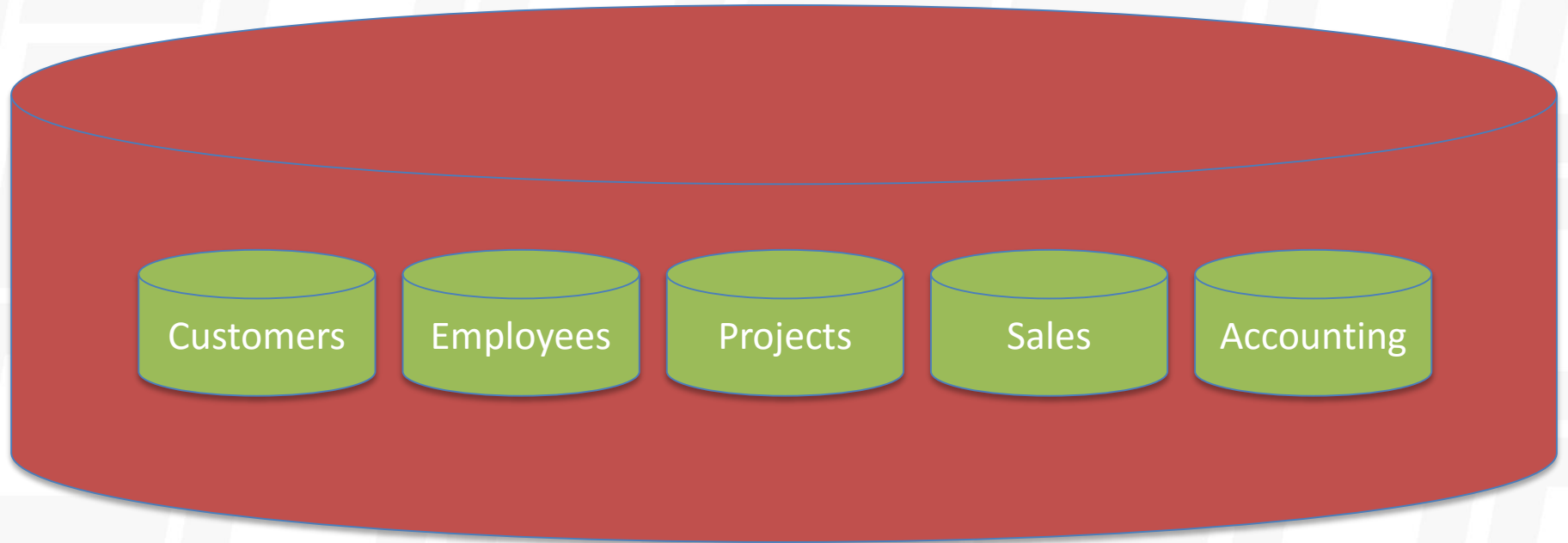


- Sales Manager
 - Report on Sales Activity
 - Show their recent wins
 - Show progress towards a goal



- Operations Manager
 - Report on Utilization
 - Revenue Trending
 - Cost Trending

Single Source System





Data Warehousing

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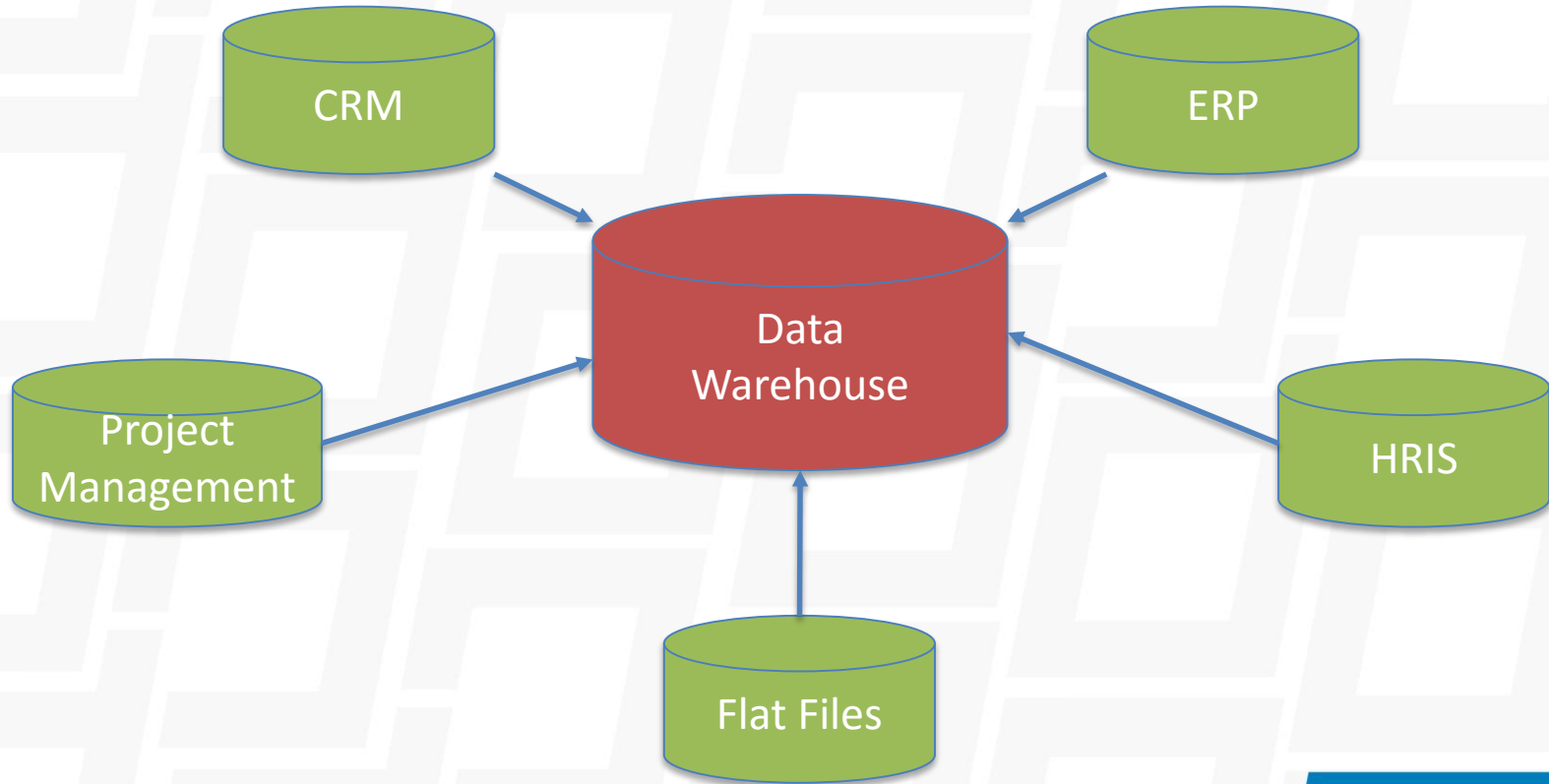
What is a Data Warehouse?



Combination of many different data sources generated by all business units across an entire organization.

It is a massive and sophisticated data repository used for queries and analysis.

Data Warehouse





What is a Dashboard?
How can you use it?

What is a Dashboard?



A business intelligence dashboard is a data visualization tool that displays the current status of metrics and key performance indicators (KPIs) for an enterprise.

- Tables – Straight Tables, Pivot Tables
- Charts – Line, Bar, Column, Pie, etc...



Power BI



The logo icon consists of three white, stylized, overlapping square shapes that form a larger, abstract square-like structure.

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The logo features the text 'ask the vCIOs' in white and blue, set against a dark blue speech bubble background.

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