Power BI

Microsoft

It's a
DATA-DRIVEN WORLD

Tell Your Data Story. **Brilliantly.**

Making
SENSE of the Numbers

Every day, around the world, we're creating enormous amounts of data.

It's gathered from smartphones and cars, from computers and cash registers, from the products we make and even from the homes we live in.

Data centers capture this information. It's in the cloud. It's *supposed* to be accessible.

But how do we get it, and where do we go from there?

Our ability to access and use data in meaningful ways can generate immediate returns, personally and for our businesses.

Visualize and analyze everything in one place.   **Use it free**

FACT:

Today's data centers occupy an area of land equal in size to almost **6,000 football fields**.

80 Weeks

Business intelligence can predict human location

80 weeks into the future.

Source:
https://www.betterbuys.com/bi/business-intelligence-stats

The Data Universe Is
EXPANDING

"IDC projects that the digital universe will reach 40 zettabytes (ZB) by 2020, an amount that exceeds previous forecasts by 5 ZBs, resulting in a 50-fold growth from the beginning of 2010."

Over 90 percent of all the data in the world today was generated in just the last two years.

It's being captured and stored in data centers around the world. In fact, the amount stored in data centers doubles every 1.2 years.

Not surprisingly, 99.5 percent of new data is never analyzed or used. This leaves enormous potential value untapped.

But what if we could tap it?

Research by IDC shows that data analysis helps lower costs, increase revenues and improve productivity. It's also a key factor in finding new opportunities, opening new markets, staying healthy longer and even disrupting old ways of doing things.

It's a matter of asking the right questions.

Use it free

Miles and Miles of Metrics

Mobility is a key driver of data analysis. As cars, planes, satellites and other things connect to the Internet, they generate massive amounts of valuable information about our world and how we interact with it. Good analysis tools can reveal new information that helps us improve our lives and interaction in the world.

Accessing Data Analysis

Earlier data analysis paradigms were based on the idea that business information should be closely monitored and made accessible only to key individuals. Companies often could not conceive that there was value in sharing that data beyond certain decision makers.

Today, we know that there is tremendous value in sharing data with a larger group. The more fresh perspective we can provide, the more collaborative and innovative the company becomes, resulting in powerful advances from almost any direction.

Companies that use analytics are five times more likely to make faster decisions.

Source:
https://www.betterbuys.com/bi/business-intelligence-stats

| 2012 | $76 billion |
| 2016 | $143 billion |

The global market for business intelligence software services will roughly double in 2016 over what it was in 2012, according to Pringle & Company.

The Emergence of Business
INTELLIGENCE

Data analysis has been around for awhile. The big issue is, nobody can find it!

Traditionally, big data was discoverable by a few individuals with the right access, tools, equipment and programming knowledge.

This meant most of us had to work from dated reports or generate our own reports using spreadsheets and a limited set of available information.

New data analysis tools are all about making information easily accessible to everyone.

It's about helping us take charge so we can discover new insights and tell new stories that are relevant, predictive, actionable and impactful.

Business intelligence puts information front-and-center so we can make smarter, faster, higher-value decisions.

A Day in the Life of Business Data

7:15 am	**8:46** am	**9:20** am	**11:32** am	**12:15** pm	**1:56** pm	**3:05** pm	**4:19** pm	**5:43** pm
Sales director checks the top 10 sales closes for changes	Marketing director queries database for upcoming sales conferences	Operations director checks equipment maintenance schedule	Customer service director evaluates support center response times	Vice president of sales reviews competitive intelligence	HR director monitors unfilled engineering positions	IT department reviews security data	VP of finance reviews vendor payments	President checks regional sales activity

10 Ways Data Analysis Can TRANSFORM Your Company

Data analysis isn't just about generating faster, more relevant reports. It's also about enabling data exploration and finding keen new insights about our companies and market opportunities. **Here are 10 examples of ways analysis can deliver direct bottom-line results now.**

1
Identify a new market opportunity

2
Explore a new product category

3
Improve a customer support network

4
Evaluate customers' needs and pain points

5
Plan responsive product development

6
Find appropriate technical talent

7
Gather competitive intelligence

8
Generate granular business forecasts

9
Map interactions for targeted sales planning

10
Map a global distribution strategy

Data analysis isn't just for tech companies either. Organizations in a variety of industries can realize significant additional benefits (or dividends) by investing in and utilizing data analysis technologies.

Four-Year Data Dividend by Industry

Industry	Value
Financial Services	$309 billion
Manufacturing	$371 billion
Retail	$94 billion
Healthcare	$109 billion
Government	$206 billion
Communications	$235 billion
Other	$230 billion

Source: IDC research for Microsoft

10 Ways Big Data Can
# IMPROVE YOUR CAREER

Data analysis is a high-demand professional attribute. In fact, it's one of the top 10 skills companies are looking for today. And with good reason: Studies show that executives highly value good, data-backed insights. **Here are 10 ways data analysis skills can help you advance your career:**

1 **Basic Research**
Discover new product or market opportunities in applied sciences.

2 **Competitive Research**
Give your company a boost by gaining expert insight into your industry and competitors.

3 **Market Dynamics**
Can you see changes ahead for your market? Does your data support your prediction? This can have high value to your company.

4 **Risk Mitigation**
What's the financial risk to your company if its new product can't achieve 50 percent market penetration? Data analysis can help.

5 **Product Pricing**
Estimate the value of a new product by analyzing its use by customers.

6 **Business Planning**
Estimate the ROI for a new business division using hard data.

7 **Advertising and Sales Management**
Test advertising and marketing ideas, and accurately compare the results.

8 **HR Management**
Determine the best strategy for finding new talent in your targeted fields.

9 **Operations Strategy**
How often does your company's equipment fail? Make equipment recommendations that improve ROI.

10 **Executive Skills**
Model various exit strategies for your startup, and estimate your best course of action.

> **Knowledge has become the key economic resource and the dominant, if not the only, source of competitive advantage.**
>
> Peter F. Drucker
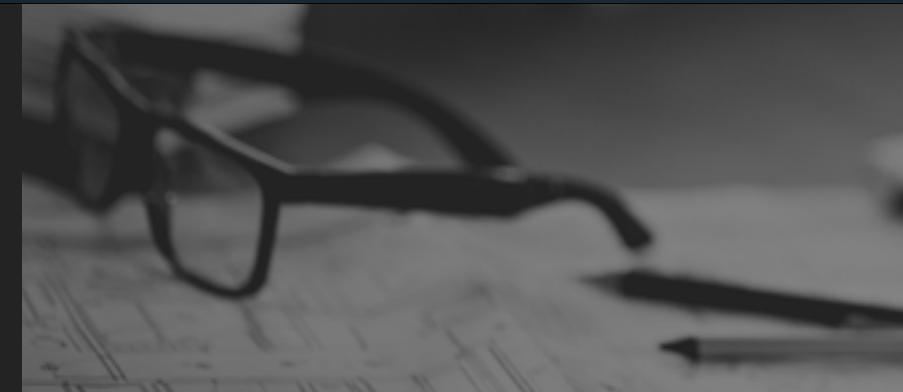
Power BI

Microsoft

Empowering People and Companies with Accessible

BUSINESS INFORMATION

The world needs people with the ability to quickly and easily analyze vast amounts of data to gain new insights and knowledge. Microsoft Power BI gives you new ways to ask questions, visualize results and generate ideas that improve business and empower your career. Within minutes of starting Microsoft Power BI, you can tell a compelling story, reveal new insights and improve company success with:

- **No special learning**
- **No coding**
- **Minimal IT interface**
- **Intuitive, easy-to-use tools**

Try Microsoft Power BI now to let your data tell a story, reveal new insights and improve company success.

Use it free