

AN INSIGHTFUL TOUR THAT PROVIDES AN AUTHORITATIVE YET INDEPENDENT VIEW OF THIS EXCITING TECHNOLOGY, THIS GUIDE INTRODUCES MICROSOFT POWER BI—A CLOUD-HOSTED, BUSINESS INTELLIGENCE AND ANALYTICS PLATFORM THAT DEMOCRATIZES AND OPENS BI TO EVERYONE, MAKING IT FREE TO GET STARTED!

Information Workers will learn how to connect to popular cloud services to derive instant insights, create interactive reports and dashboards, and view them in the browser and on the go! **Data Analysts** will discover how to integrate and transform data from virtually everywhere and then implement sophisticated self-service models. The book also teaches **BI and IT Pros** how to establish a trustworthy environment that promotes collaboration, and how to implement Power BI-centric solutions for descriptive, real-time, and predictive analytics. **Developers** will find out how to integrate custom applications with Power BI, to embed reports, and to implement custom visuals to effectively present any data. Ideal for both experienced BI practitioners and beginners, this book doesn't assume you have any prior data analytics experience. It's designed as an easy-to-follow guide that introduces new concepts with step-by-step instructions and hands-on exercises.

The book page at prologika.com provides sample chapters, source code, and a discussion forum where the author welcomes your feedback and questions.

WHAT'S INSIDE

POWER BI FOR DATA ANALYSTS

- ✓ Import data from virtually anywhere
- ✓ Cleanse, transform, and shape data
- ✓ Create sophisticated data models
- ✓ Implement business calculations
- ✓ Get insights from data
- ✓ Apply machine learning

POWER BI FOR PROS

- ✓ Enable sharing and collaboration
- ✓ Deploy to cloud and on premises
- ✓ Implement organizational BI solutions

POWER BI FOR INFORMATION WORKERS

- ✓ Get instant insights from cloud services & files
- ✓ Explore data with interactive reports
- ✓ Assemble dashboards with a few clicks
- ✓ Access BI content on mobile devices

POWER BI FOR DEVELOPERS

- ✓ Automate Power BI
- ✓ Report-enable custom applications
- ✓ Build custom visuals

...AND MUCH MORE!



ABOUT THE AUTHOR

Teo Lachev is a consultant, author, and mentor, with a focus on Microsoft BI. Through his Atlanta-based company Prologika (a Microsoft Gold Partner in Data Analytics) he designs and implements innovative solutions that bring tremendous value to his customers. Teo has authored and co-authored several SQL Server BI books, and he has been leading the Atlanta Microsoft Business Intelligence group since he founded it in 2010. Microsoft has recognized Teo's expertise and contributions to the technical community by awarding him the prestigious Microsoft Most Valuable Professional (MVP) status since 2004.

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