

Module 9: Identify Patterns and Trends

Mohammed Arif



Learning Objectives

You will learn the following concepts:

- Advanced Analytics
- Data Insights through AI Visuals

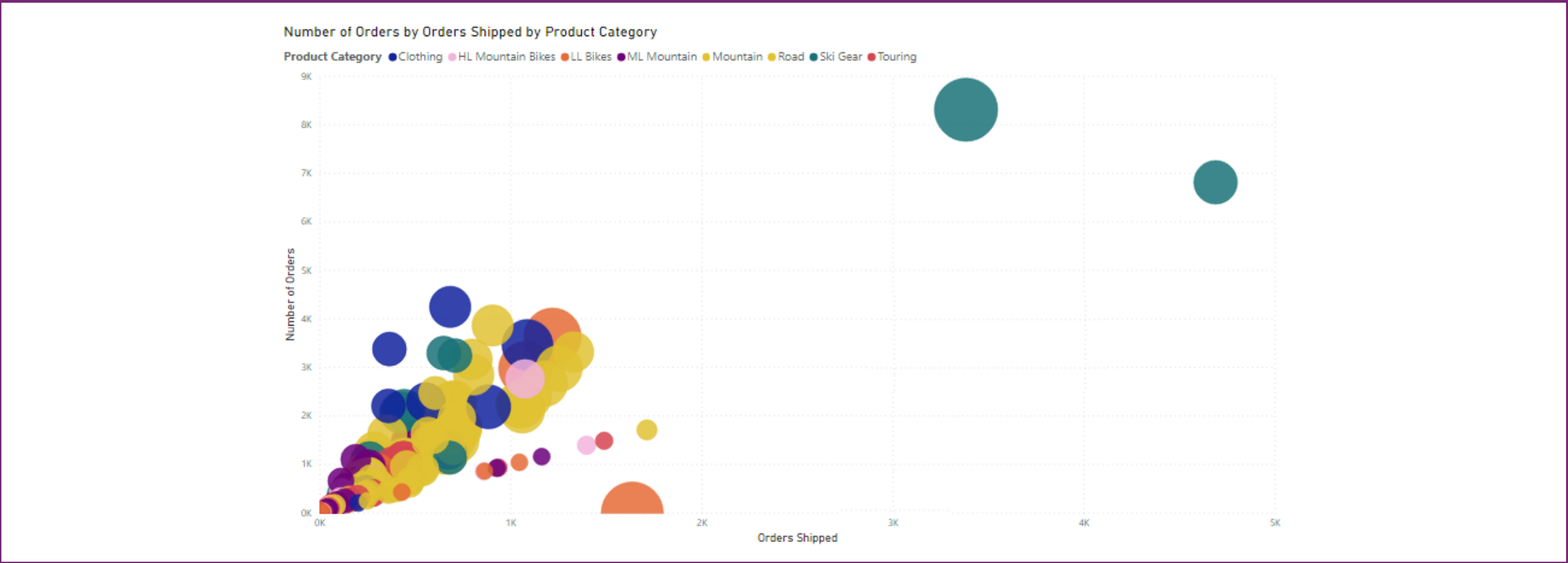
Lesson 1: Advanced Analytics



Introduction to Advanced Analytics

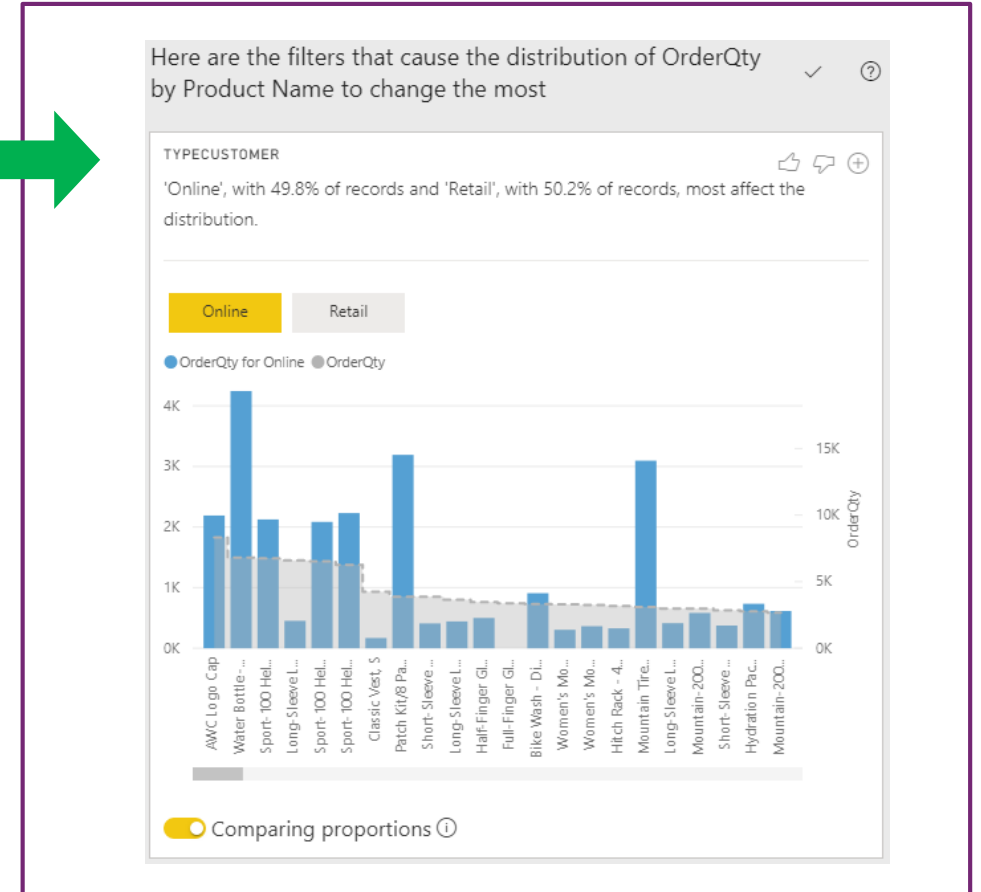
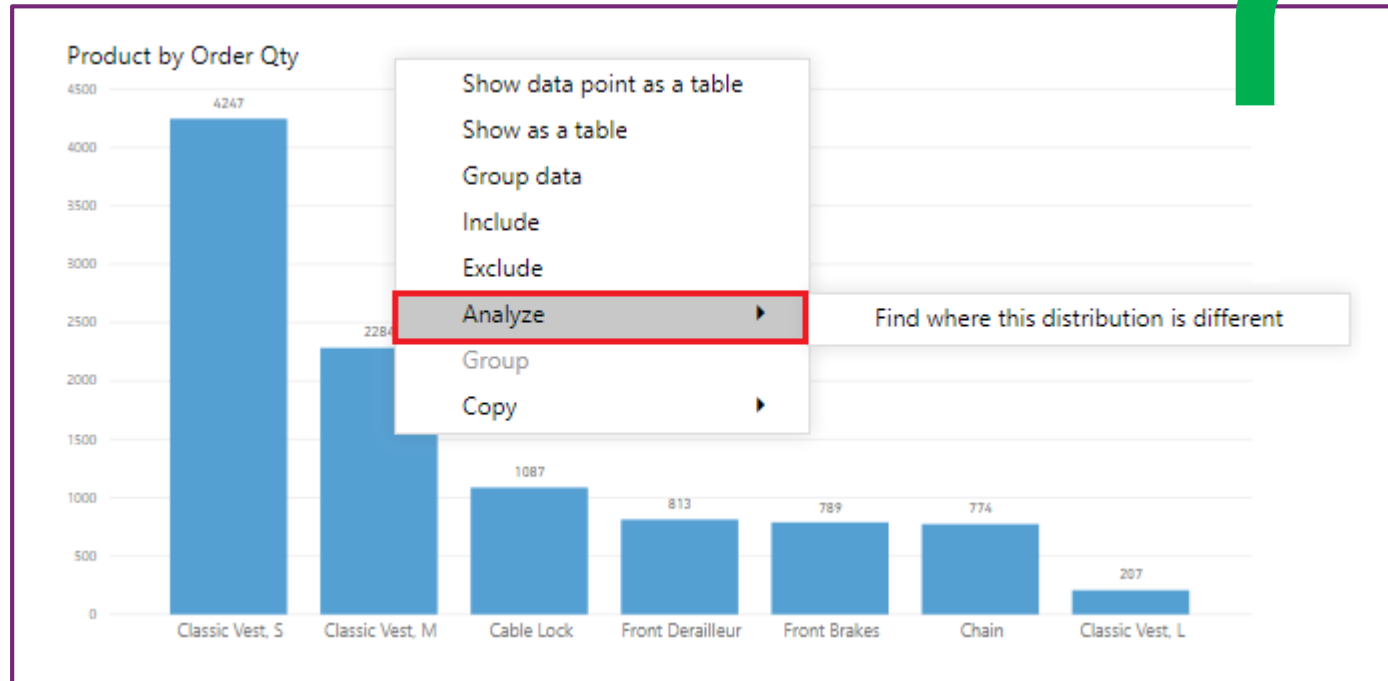
- Advanced analytics enables organizations to make better business decisions and create actionable and meaningful insights.
- The emerging power of advanced analytics.
- Bring value to an organization through Power BI's advanced analytics capabilities.

Identify Outliers



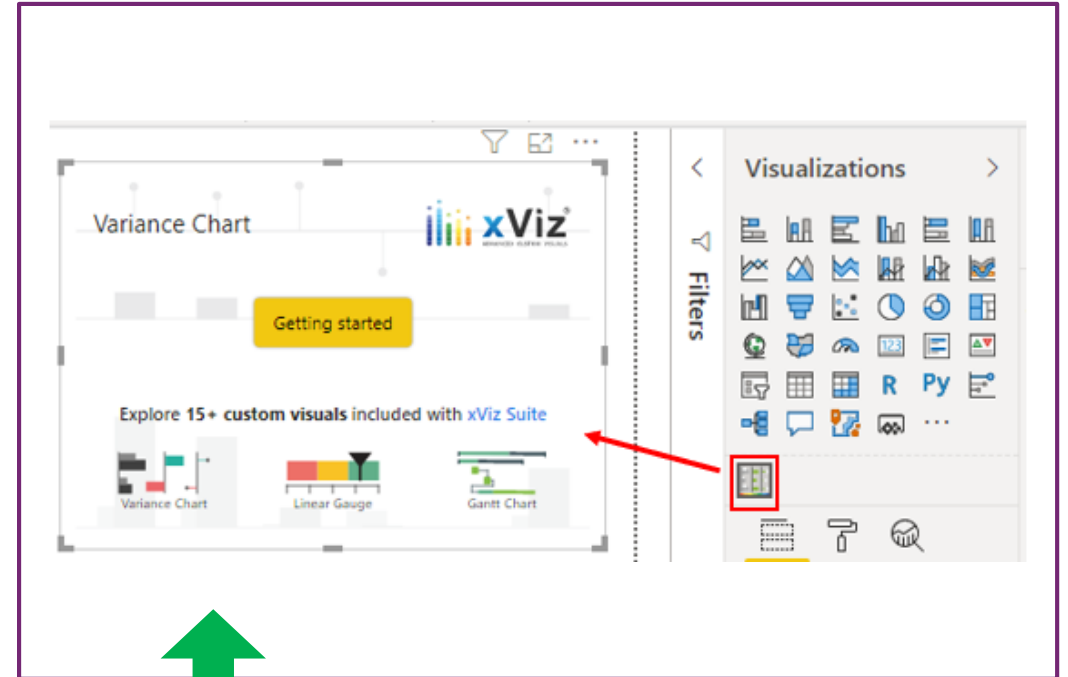
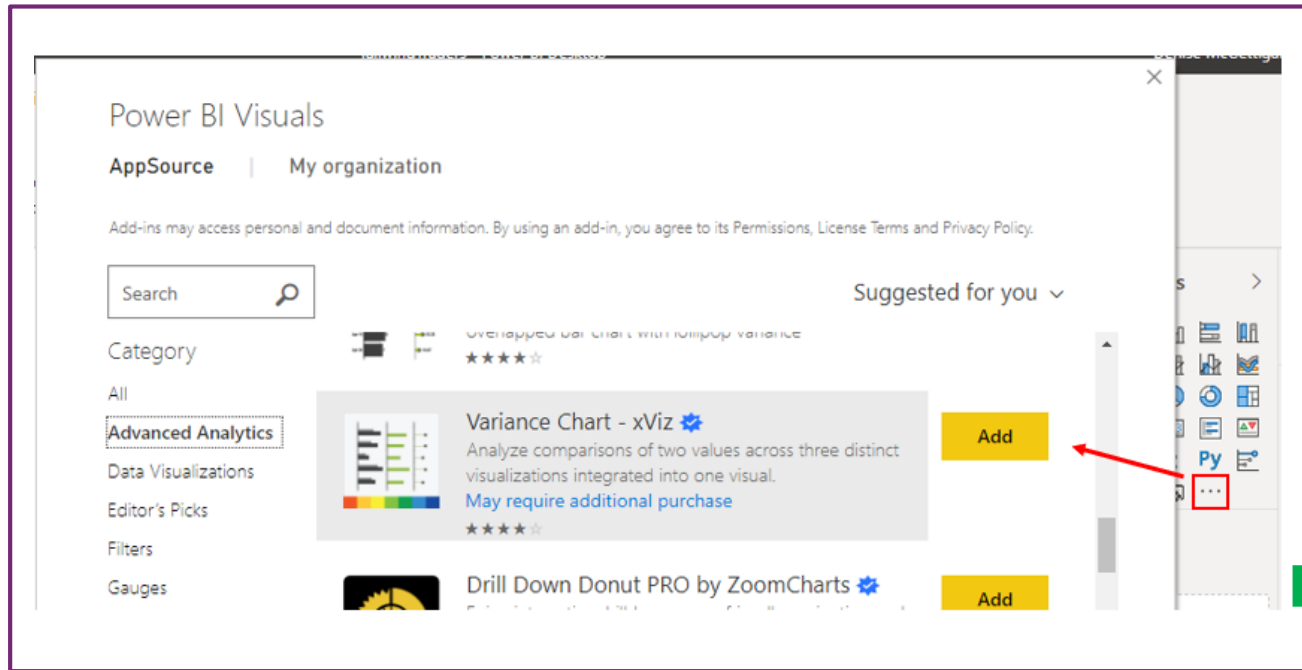
Using the Analyze Feature

Get fast, automated, and insightful analysis on your data.

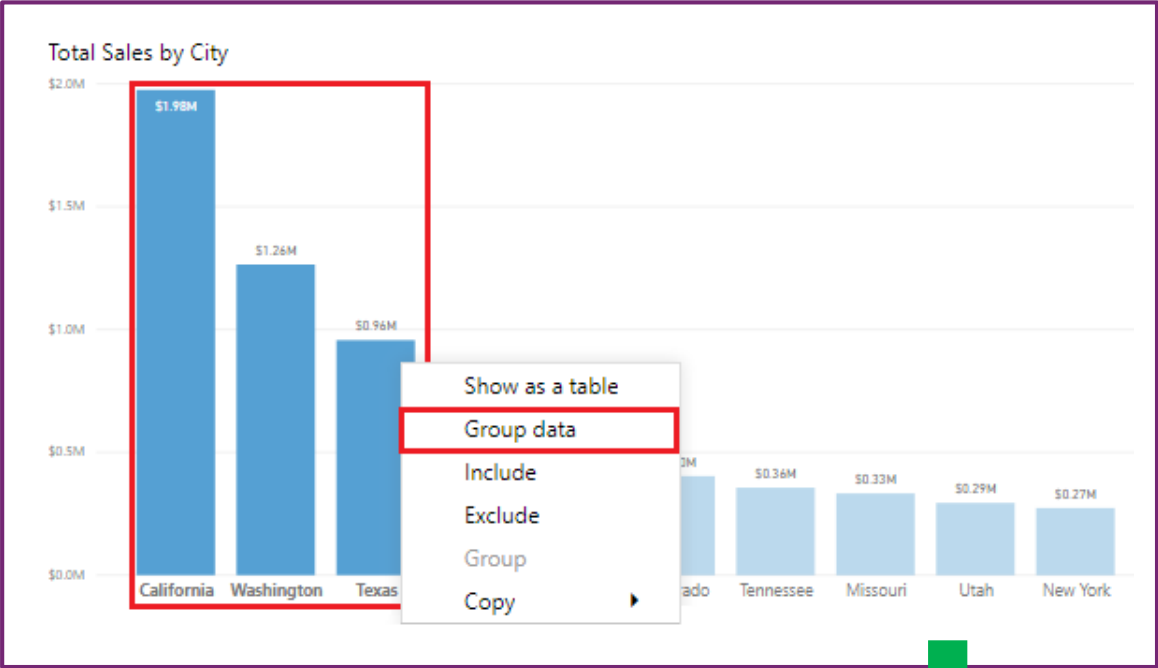


Advanced Analytics Custom Visuals

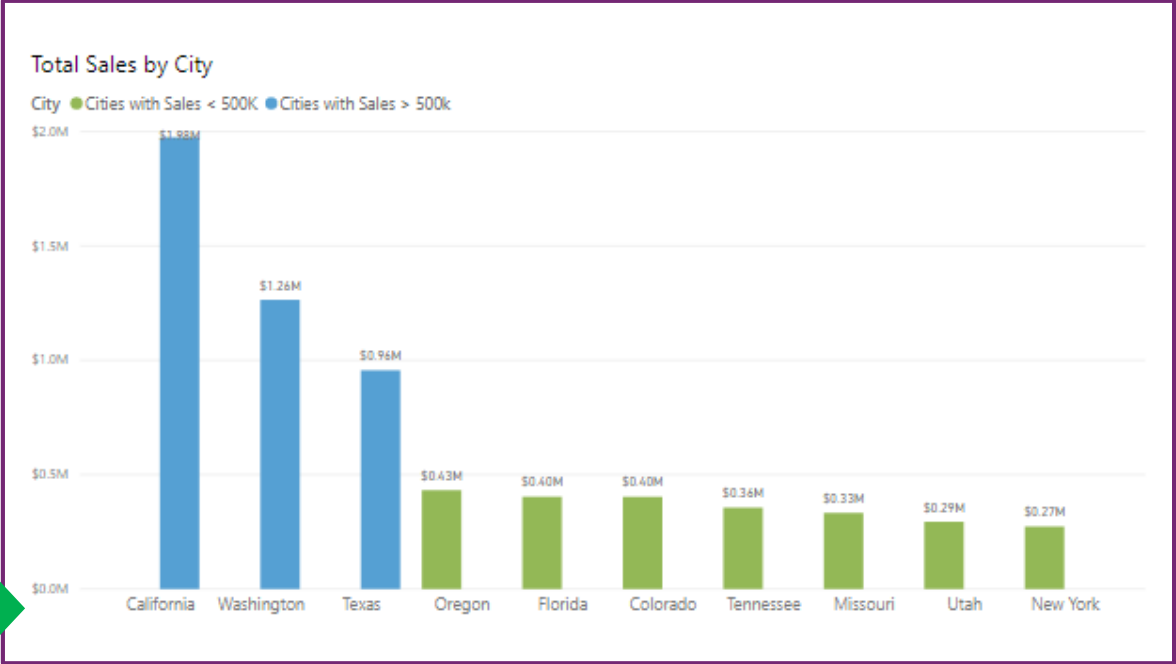
Add a layer of data insights to your reports for further analysis.



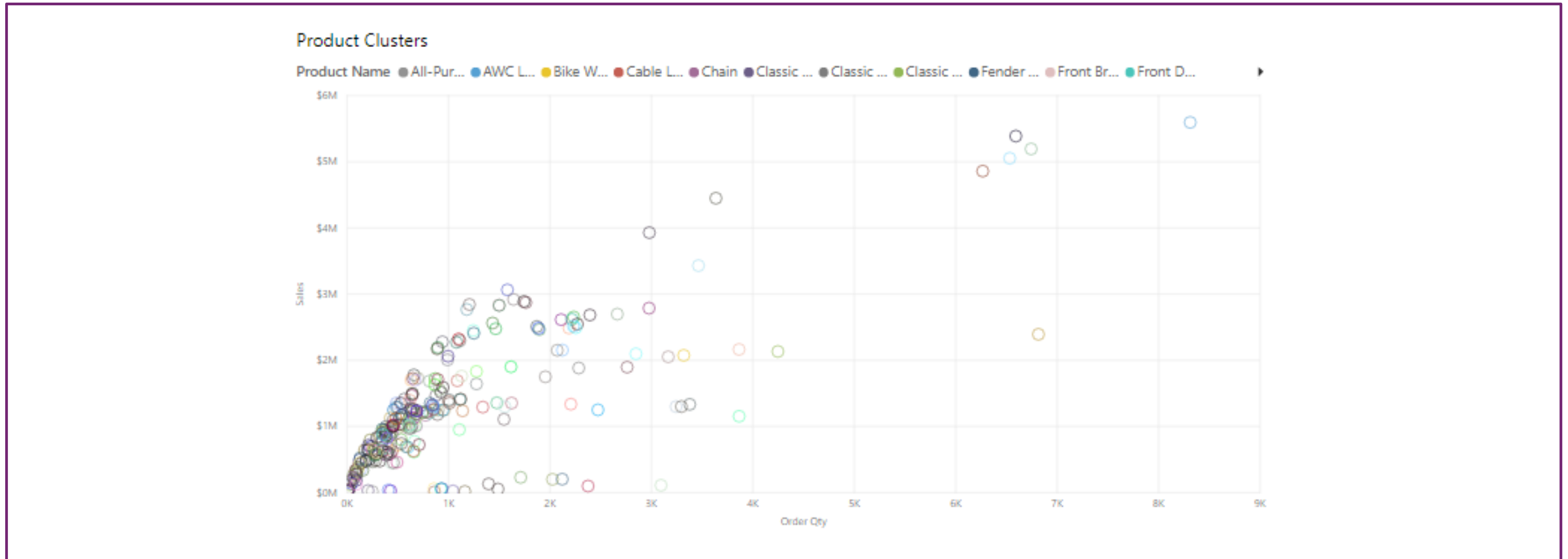
Grouping and Binning



- Grouping: Group categories of data.
- Binning: Group continuous fields.



Clustering Techniques



Review Questions

1

Q – What Power BI feature can give an in-depth analysis of the distribution of data?

A – The Analyze feature allows a user to understand why the distribution of data looks the way it does.

2

Q – What visual should be used to display outliers?

A – The scatter chart displays outliers.

Lesson Review

- Advanced analytics enables organizations to make better business decisions and create actionable and meaningful insights.
- The emerging power of advanced analytics.
- Bring value to an organization through Power BI's advanced analytics capabilities.

Lesson 2: Data Insights through AI Visuals

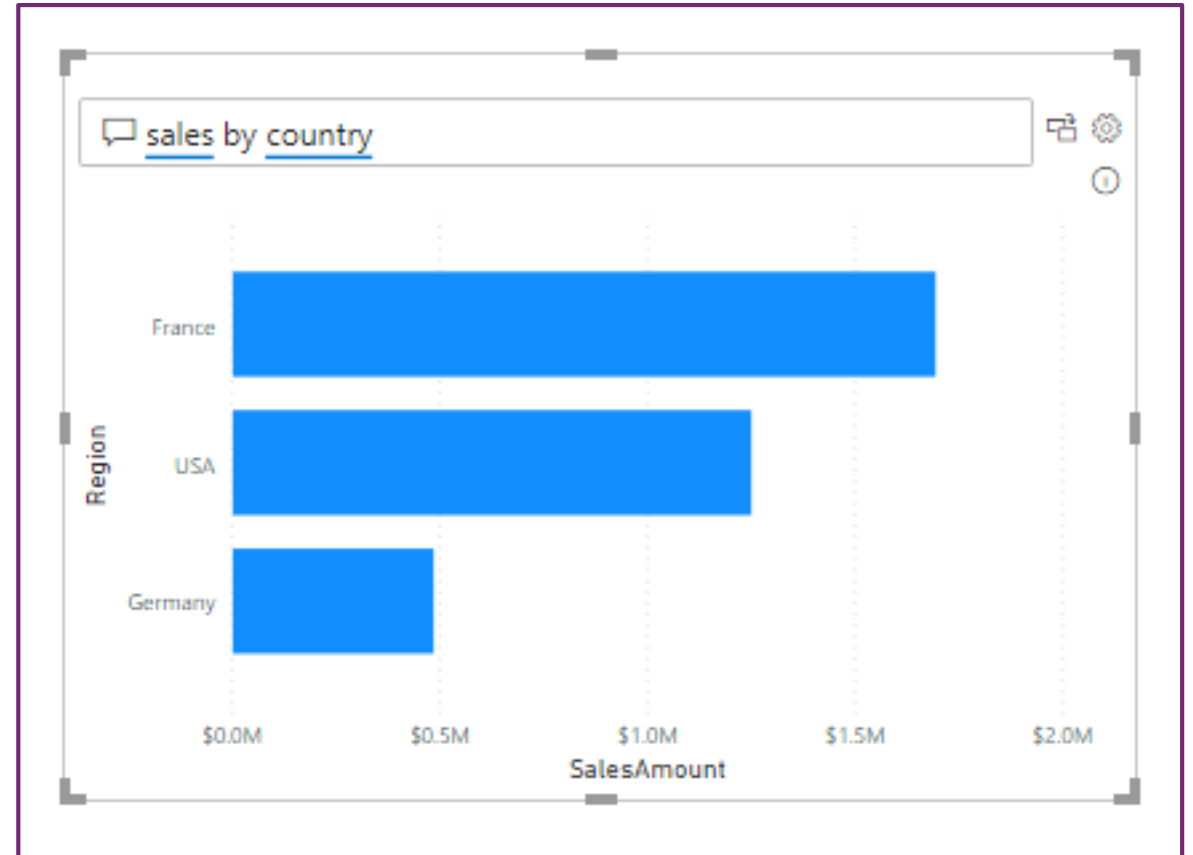


Introduction to AI Visuals

- Power BI provides a wide range of methods to analyze data.
- Fastest way to get an answer is to ask a question.
- Analyze raw data and transform it into valuable information.

The Q&A Feature

- Explore data in your own words.
- Ask natural language questions.
- A “self-help” feature for insights the user is interested in.



AI Insights

Connect to a collection of pre-trained Machine Learning models.



Review Questions

1

Q – Can you access the Q&A feature by using buttons?

A – Yes, you can access the Q&A feature by selecting the Q&A button type.

2

Q – What is not a feature of the Q&A feature?

A – Searching for help topics about Power BI.

Lesson Review

- Use the AI aspects of advanced analytics in Power BI to dig deeper into data.
- Use AI to answer more business questions.
- Use AI visuals to understand factors affecting a metric or view data across multiple dimensions for root cause analysis.

Lab: Perform Data Analysis in Power BI Desktop

Lab: Perform Data Analysis in
Power BI Desktop



Module Overview

We covered the following concepts:

- Advanced Analytics
- Data Insights through AI Visuals

References

- PL-300 Perform analytics in Power BI

<https://docs.microsoft.com/en-us/learn/paths/perform-analytics-power-bi/>

- PL-300 Work with AI visuals

<https://docs.microsoft.com/en-us/learn/modules/ai-visuals-power-bi/>

