

Processing and analyzing big data with Power BI

Duong Thi Ngoc Anh

Abstract: In the context of the growing Big Data landscape, efficiently processing and analyzing information has become extremely important. This topic focuses on using the Power BI tool to address the problem of processing and analyzing big data in real-world business practices. The objective is to build a data analysis support system based on Power BI, aiming to optimize the decision-making process based on accurate and timely information. The research methodology includes applying big data processing theory to the experimental implementation of the application. The expected result is to provide a useful solution in the field of business analysis, contributing to enhancing business operational performance.

Keywords: Big data processing, Power BI, Data analysis, Analytics tools, Decision support