***Business Intelligence Tools and Techniques***

**Introduction -**

This report will be covering the use of business intelligence tools and technologies associated with it. This report will discuss the choice for dashboards/visuals to help management in their decision-making process.

**What is Business intelligence ?**

Business intelligence is a technical term that covers info, computation and analytics in the sense of business operations. Much more than a specific "thing," business intelligence is rather a general term that covers processes and methods for collecting, storing and analysing data from business operations or activities to optimise performance. All of these items come together to create a holistic picture of a business to help people make better, actionable choices.

**What is the importance of Business intelligence ?**

Business intelligence helps people make better business decisions by showing current and historical data in their business context. It provides performance benchmarks to make the business run smoother and more efficiently. This helps people to see market trends in order to increase demand or income. Effectively used, it can even help with compliance and hiring efforts. Every part of a company can be enhanced by business intelligence.

**How business intelligence may help businesses ?**

It identifies areas or opportunities to increase profits Consumer behaviour analysis Contrast data with competitive businesses Monitor customer results Optimize business operations Predict progress of new ventures Find market trends Identify any business issues or concerns.

**How does Business Intelligence work ?**

Businesses have their questions to their objectives. To answer these questions and figure out how they are meeting their targets, they collect the necessary data, review it and determine the steps they need to implement to push the company forward.

For a practical example, the financial services firm Charles Schwab used business intelligence to understand the performance metrics of all its branches across the United States and to identify areas of opportunity. Access to the central business intelligence platform allowed Schwab to bring all of its branch data into one view.So leadership will control whether the performance of a region is above or below average so click in to see the departments that push the success of that area.

On the technical side, raw data is collected from business activities. Data is compiled and held in data centres. When processed, customers can then access the data and continue the review phase to address business questions.

**Tools and Techniques in Business Intelligence -**

Most self-service business analytics platforms streamline the research method, making it easier for people to interpret their data without the technical know-how to access the data themselves.

One of the most popular ways of presenting business intelligence is through data visualisation. Humans are visual creatures and very much in tune with patterns or colour variations. Information visualisations portray statistics in a manner that is more open and intuitive.

Visualisations compiled into dashboards can easily tell a story and highlight trends or patterns that may not necessarily be easily discovered when manually analysing the raw data. This accessibility also enables more conversations around the data, leading to broader business impact.

**Conclusion -**

In conclusion this repost talks about the use of business intelligence tools and technologies associated with it. This report will discuss the choice for dashboards/visuals to help management in their decision-making process.

**References -**

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