***Business Intelligence Tools for better decision making***

**Introduction -**

This report will discuss how business intelligence tools can contribute to effective decision-making.

**Business Intelligence helps in strategic Decision Making -**

Business intelligence helps derive vital knowledge from a wide range of unstructured data and turns them into actionable information that allows companies to make better strategic decisions, increase operational efficiency and boost business competitiveness.

Such actionable knowledge offers valuable perspectives that expose the fundamental patterns of customer behaviour, their likes and dislikes, online shopping experience, etc. Everyday contact centres manage thousands of customer interactions that contain practically untapped valuable information that can be successfully leveraged to bring immense value to companies.

Business intelligence can arm companies with rich data resources that can help them achieve their business objectives and objectives by guiding timely strategic decisions. Communications with consumers in the context of voice calls, communication communications, emails, etc. may be carefully examined by business intelligence research teams to shed light on issues such as consumer preferences, likes and dislikes; technical difficulties experienced by customers; consumer responses to promotions; and online shopping experience on the platform.

**1. Improve Business Productivity -**

Businesses can channel their vital resources and workforce to boost business productivity as they do not need to devote their resources to business intelligence (BI) gathering work. As all BI gathering work is handled by the BI team, it results in cost savings, time savings and efficient reporting that promotes improved business productivity.

BI teams ensure that detailed reports are provided to companies to ensure that all crucial information is presented in a well-documented and presentable manner so that information can be used to manage the business effectively.

**2. Crucial Data Easily Accessed -**

Business Intelligence delivers critical information to businesses, enhances their ability to make quick decisions and creates competitive advantages.

**3. Good Return on Investment (ROI) -**

BI provides greater ROI, because businesses will significantly reduce expenses, increase revenue, boost profitability, avoid driving costs and much more. BI also guarantees higher ROI, such as company and procedure efficiency improvements, staff engagement, better strategic decision-making, customer satisfaction and much more. Organizations dependent on business intelligence will reduce operating costs due to improved operational efficiency and streamlined business processes.

**4. Informed Decision Making -**

Monitoring focused on reliable and appropriate information helps businesses to measure the performance of their systems. Business Intelligence allows companies to make informed decisions on business challenges by presenting crucial information on the company's current and historical success along with future trends, anticipated expectations, consumer behaviour, etc.

Business Intelligence departments insure that the company receives detailed updates in real time to ensure that the company can make effective use of the information at hand to better manage the business.

**Discussing the tools used in Business intelligence for making the right decision :**

The more details you have, the more educated decisions you make. But is it easier to make them when you have to deal with big and unstructured data? It's definitely not: more raw data means more uncertainty. This is where business intelligence tools come in handy: they help structure the data and reveal important trends. Below is a list of the most popular and efficient ones.

**1. Sisense :**

One of the most common applications for gathering and storing market data from multiple sources. Sisense utilises built-in interfaces to retrieve data from files, applications and software used by the organisation, and does not require special technical skills to merge large data sets. The tool visualises data sets easily by creating dashboards and charts.

**2. Qlik Qlik :**

It provides business data processing and analysis software so that they can be accessed quickly and easily. In comparison to query-based systems with predefined limits, this method offers an associative driver. This helps to collect and arrange both partial and erroneous data and to expose connexions inside specific data sets.

**3. Birst Birst :**

It is a cloud-based business intelligence service. It provides access to all data and metrics from anywhere and allows users and teams to share their findings and insights. The tool helps business owners, team and project managers, and anyone who needs to quickly analyse business data and make data-driven decisions.

**4. Dundas BI :**

Dundas BI is a data visualisation application that organises massive and unsorted data in dashboards, graphs and maps. Being versatile, it fits almost any company and offers a great user experience. The newest version includes sophisticated visualisation tools, such as different graphic styles and thermal charts. The software often involves predictive analytics, which are important for forecasting.

**5. Domo Domo :**

Domo Domo, with its 500 + device connexions, is a common interface for running the entire business and making effective decisions. As its developers note, the platform converts data into a power that powers industry. It refreshes data in real time and sends predictive alerts where your focus is needed. It also provides smartphone apps that allow access to data analytics from anywhere.

**6. Pentaho :**

The tool is designed to get maximum value from the big data of the company. It integrates, structures and visualises information from all systems used by the company. Essentially, it transforms raw data into visual analytics and is useful for monitoring, decision-making, research and forecasting. Pentaho focuses on the Internet of Things so that it can process data from computers, cameras and other connected devices.

**7. Spotfire :**

This data discovery product offers visual, AI-driven, geo-and streaming analytics. Its features include visual data discovery, data wrangling, predictive analysis, and more. The tool helps to detect important trends, to detect data inconsistencies and deficiencies, and to include location in your analysis. As it deals for big data, the benefits are the ease and precision of data creation and analysis.

**8. Microstrategy Microstrategy :**

Microstrategy Microstrategy offers business intelligence tools that can be used. Providing business monitoring and data collection capabilities helps to make evidence-driven choices and maximise the value of every project. Comprehensive reports, together with interactive elements and self-service analytics, enable multi-team data access, to boost productivity and gain value from all available data.

**9. ActiTIME :**

ActiTIME, a time-tracking and work-management system, offers businesses with comprehensive data sets. The maps and analyses provide decision-makers with important business information and visibility into key developments across the industry and across specific teams. Simple to instal and use, this method increases decision-making performance through actionable feedback on payroll, staff satisfaction, energy and cash costs.

**Conclusion -**

In conclusion, this report will discuss how business intelligence tools can contribute to effective decision-making. It also discusses business Intelligence helps in strategic Decision Making and the tools used in Business intelligence for making the right decision.

**References -**

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