# Business Intelligence

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# Profile

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**You can’t manage**

**what you don’t measure**

**- Peter Drucker**

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1. What is Business Intelligence
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# What is Business Intelligence

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# What is Business Intelligence?

BI (Business Intelligence) is a set of processes, architectures, and technologies that **convert raw data** into **meaningful information** that drives profitable business actions.

*Business intelligence (BI) combines business analytics,*
*data mining, data visualization, data tools and infrastructure,*
*and best practices to help organizations to make more data-driven decisions.*
(Tableau)

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# Why is BI important?

Business intelligence can help companies make smarter, **data-driven** decisions:

- Identify ways to increase profit
- Analyze customer behavior
- Compare data with competitors
- Track performance
- Optimize operations
- Predict success
- Spot market trends
- Discover issues or problems

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# Key Players in BI

**Professional Data Analyst**

Dive into data and get insights

**IT Team**

Maintain the infrastructure

**Head of the Company**

As decision makers get an overall bird's eye view

**Business Users**

Doing evaluation/monitoring

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# Business Intelligence & Data Science

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# BI & Data Science

| Business Intelligence | Data Science |
| --- | --- |

- **Analyze** Data
- Do **Data Visualization** to gather insights
- **Statistical** Calculation

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# BI & Data Science

| Business Intelligence | Data Science |
| --- | --- |
| • Analyze with **Retrospection**<br>• Showing the **current** or **past** situation | • **Predicting a condition** |
| Case of coming late to office<br>• Why we came late to office?<br>• Which street did we choose?<br>• What kind of transportation? | Case of coming late to office<br>• Showing options so we will not come late later<br>• Predict which street that will not stuck in traffic, which transportation to choose |

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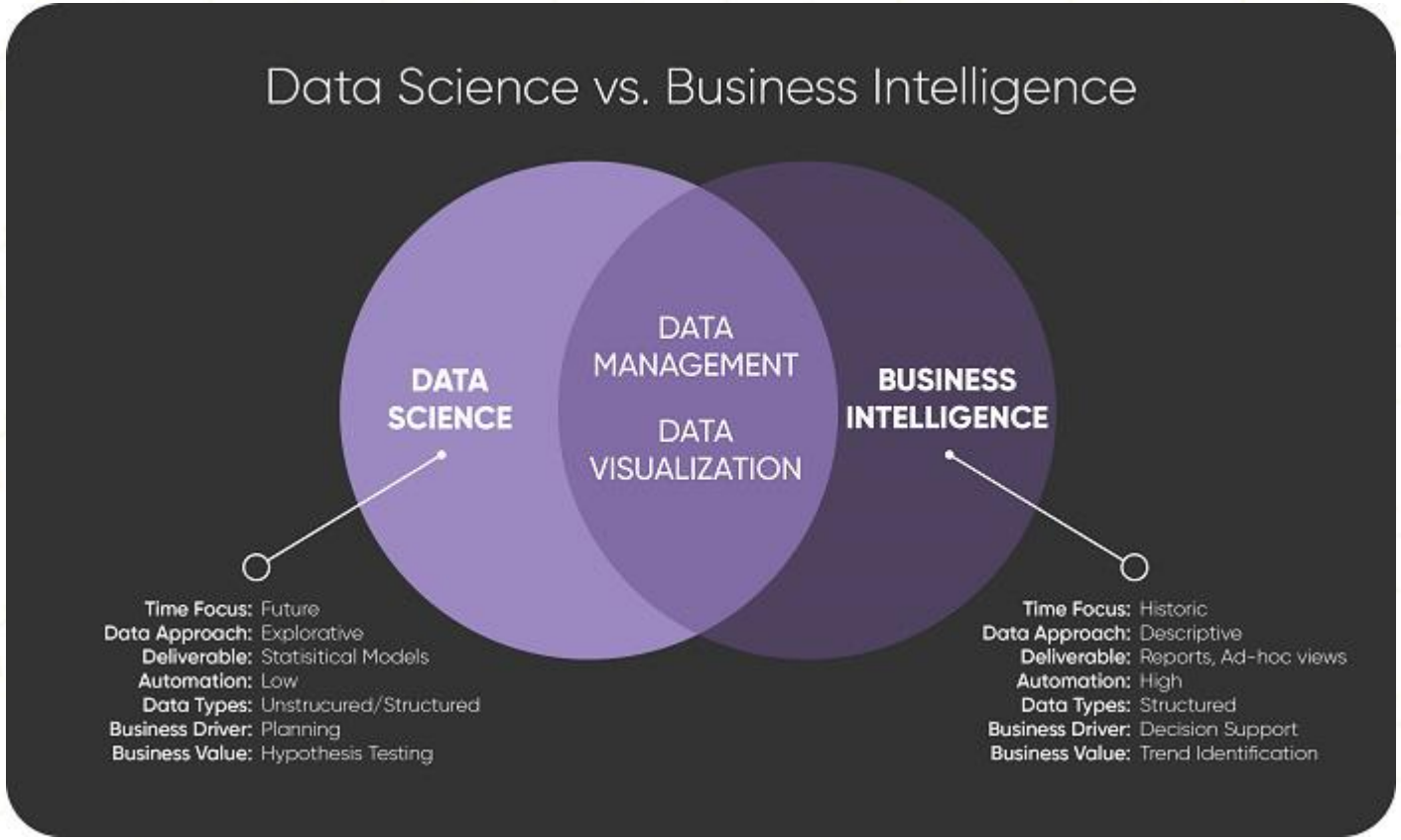
# BI & Data Science

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# Dashboard Constructing

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# Data Visualization recap...

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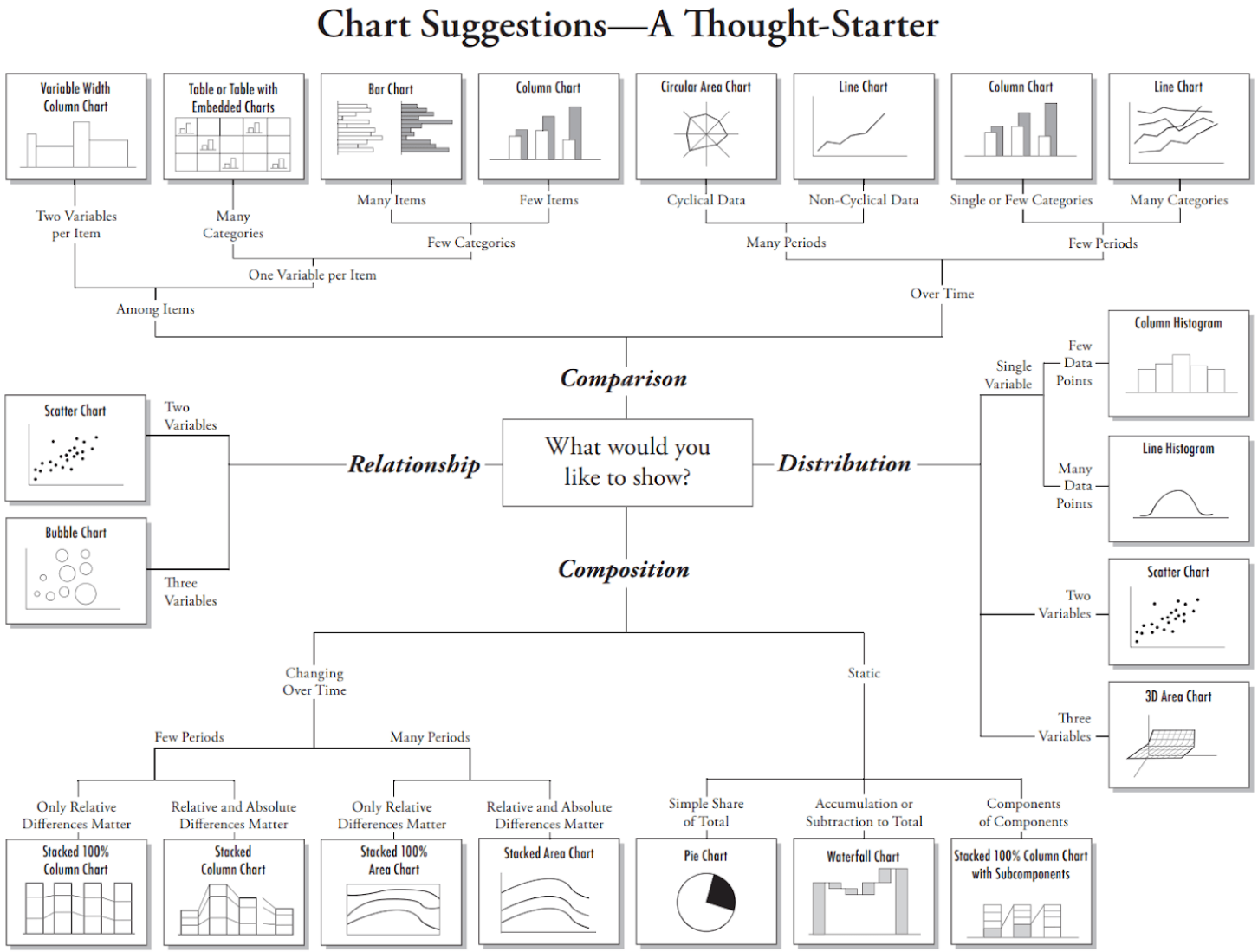


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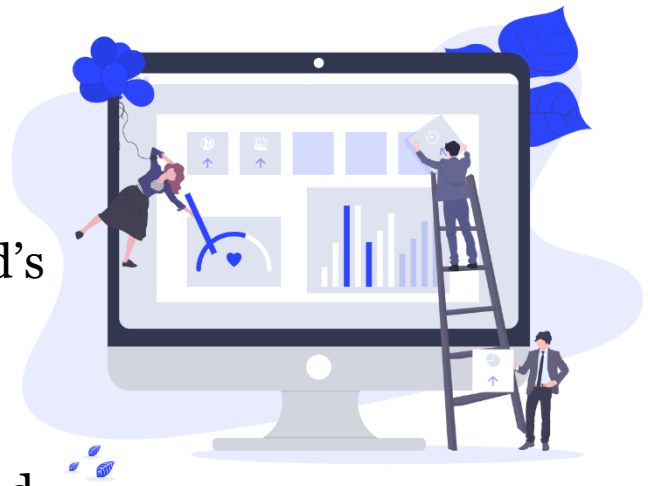
# Dashboard Constructing



- **Be clear about what you're trying to achieve** – your board's purpose will inform its design
- **Only include what's important** – everything should support your board's intent
- **Use size and position to show hierarchy** – make it clear to the viewer what's most important
- **Give your numbers context** – help your viewers know if a number's good or bad
- **Group your related metrics** – make your metrics easy to find
- **Be consistent** – using the same visualizations and layouts makes comparing easier
- **Use clear labels for your audience** – keep them short and self explanatory
- **Round your numbers** – too much detail could make minor changes seem major
- **Keep evolving your dashboards** – check that your dashboard is encouraging the right behavior

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# Be clear about what you're trying to achieve

**What's the purpose of your dashboard?**

**Who's it for?**

**Focus on a specific goal?**

**Make sure a particular type of problem gets noticed quicker?**

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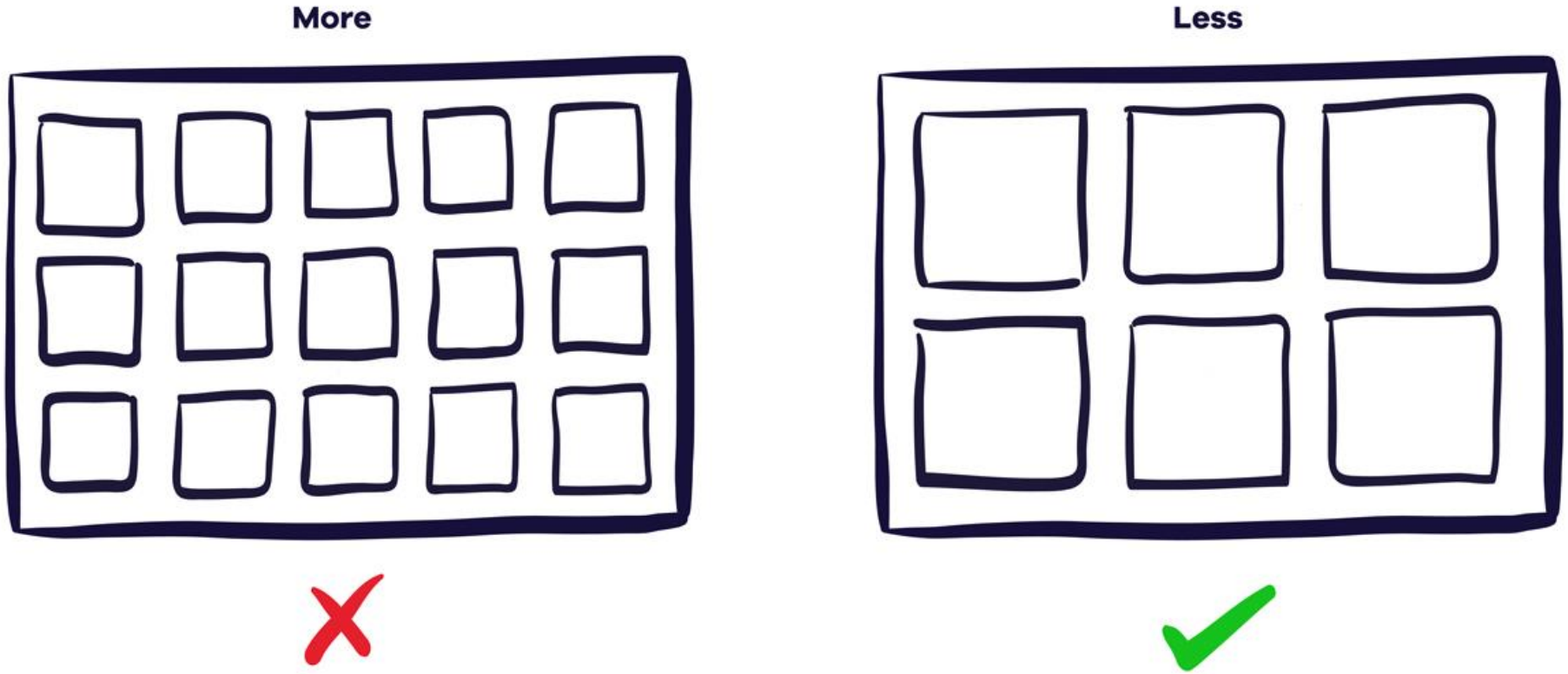
# Only include what's important

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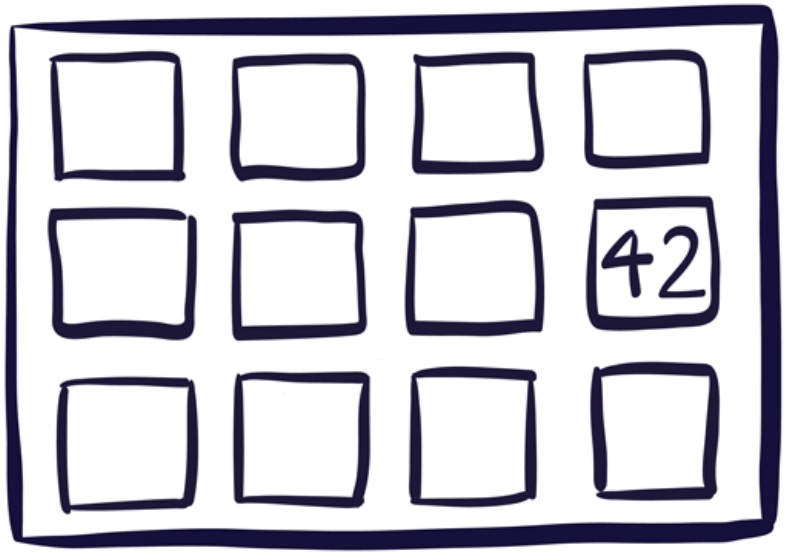
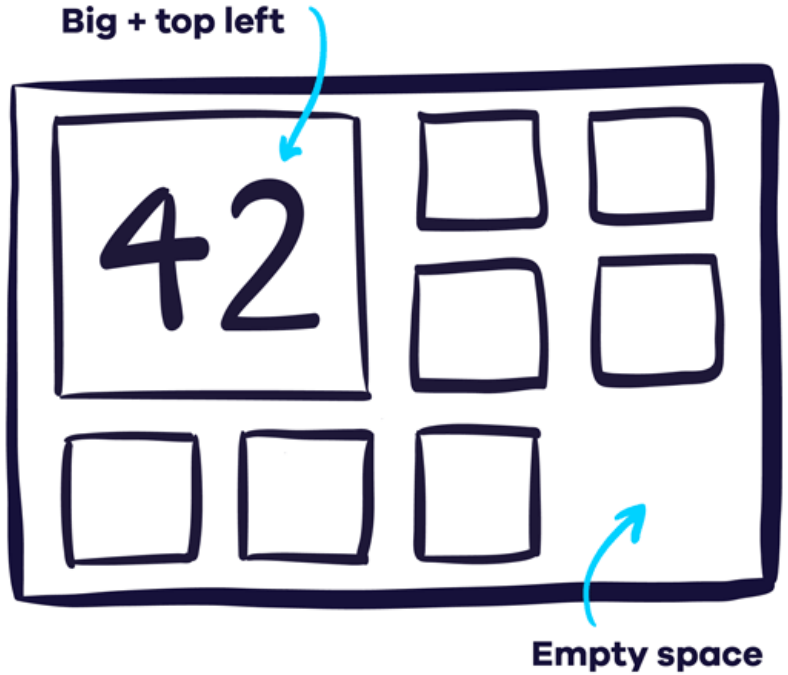
# Use size and position to show hierarchy

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# Give your numbers context

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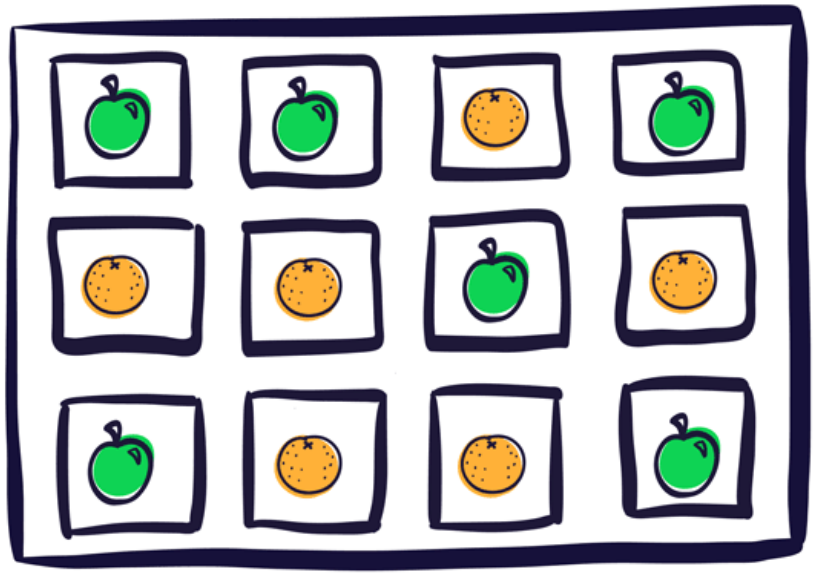
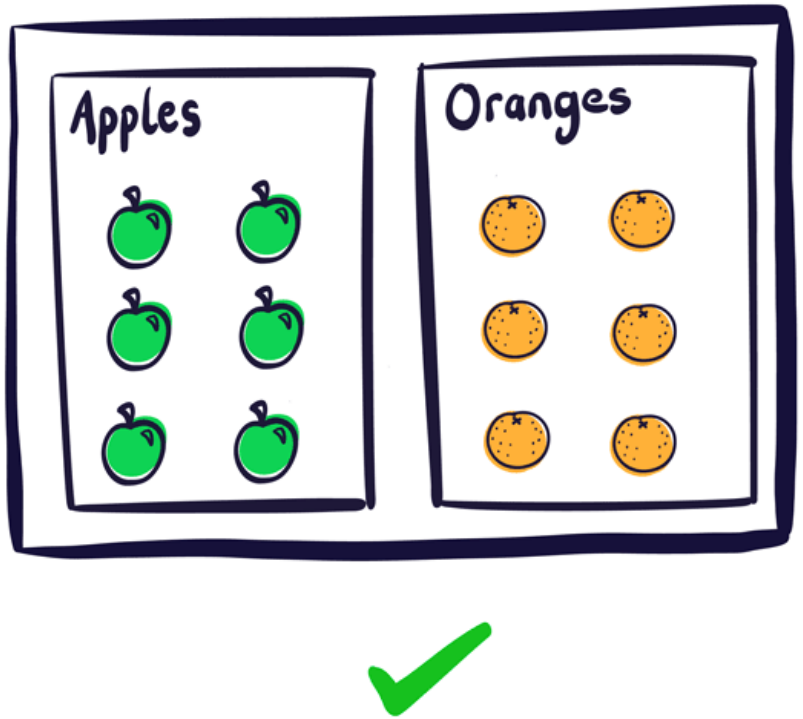
# Group your related metrics



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# Be consistent

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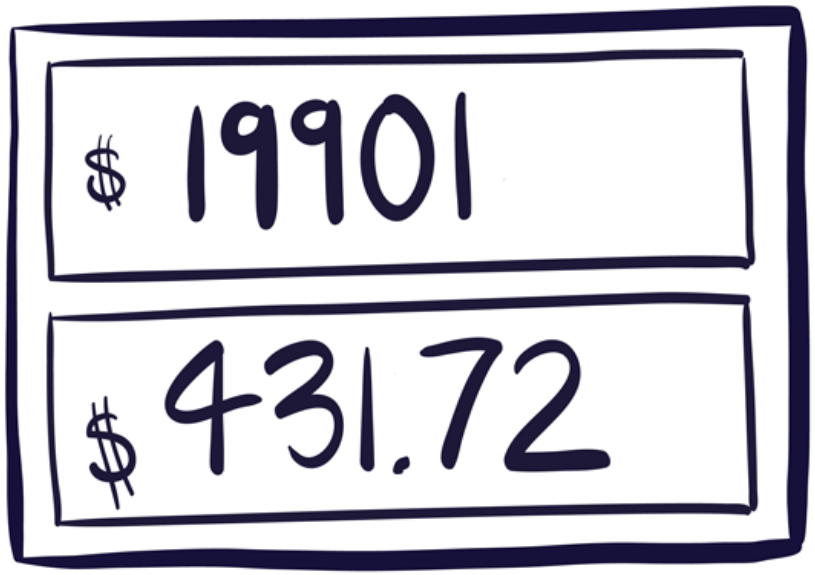
# Round your numbers



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# Keep evolving your dashboards

Ask feedback to the team or stakeholder :

- What do they look at most often or find most useful, and why?
- What do they never look at or find least useful, and why?
- Is there anything missing that they'd find useful?
- Has it changed anything about the way they work?

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# BI Tools

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# Business Intelligence Tools

- Business intelligence (BI) tools are types of application software which collect and process large amounts of unstructured data from internal and external systems
- These tools also help prepare data for analysis so that you can create reports, dashboards and data visualizations

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# Business Intelligence Tools

Metabase

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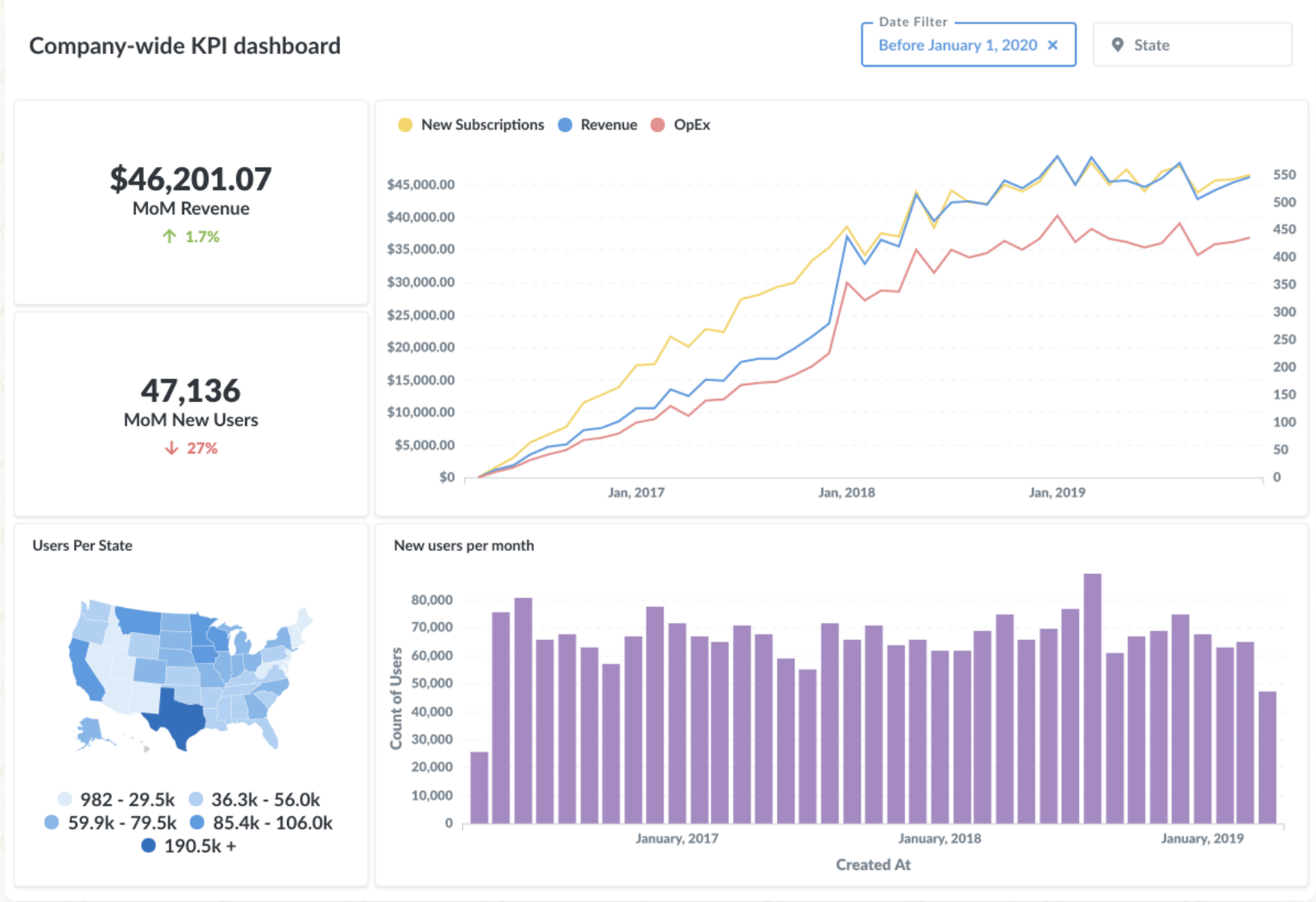


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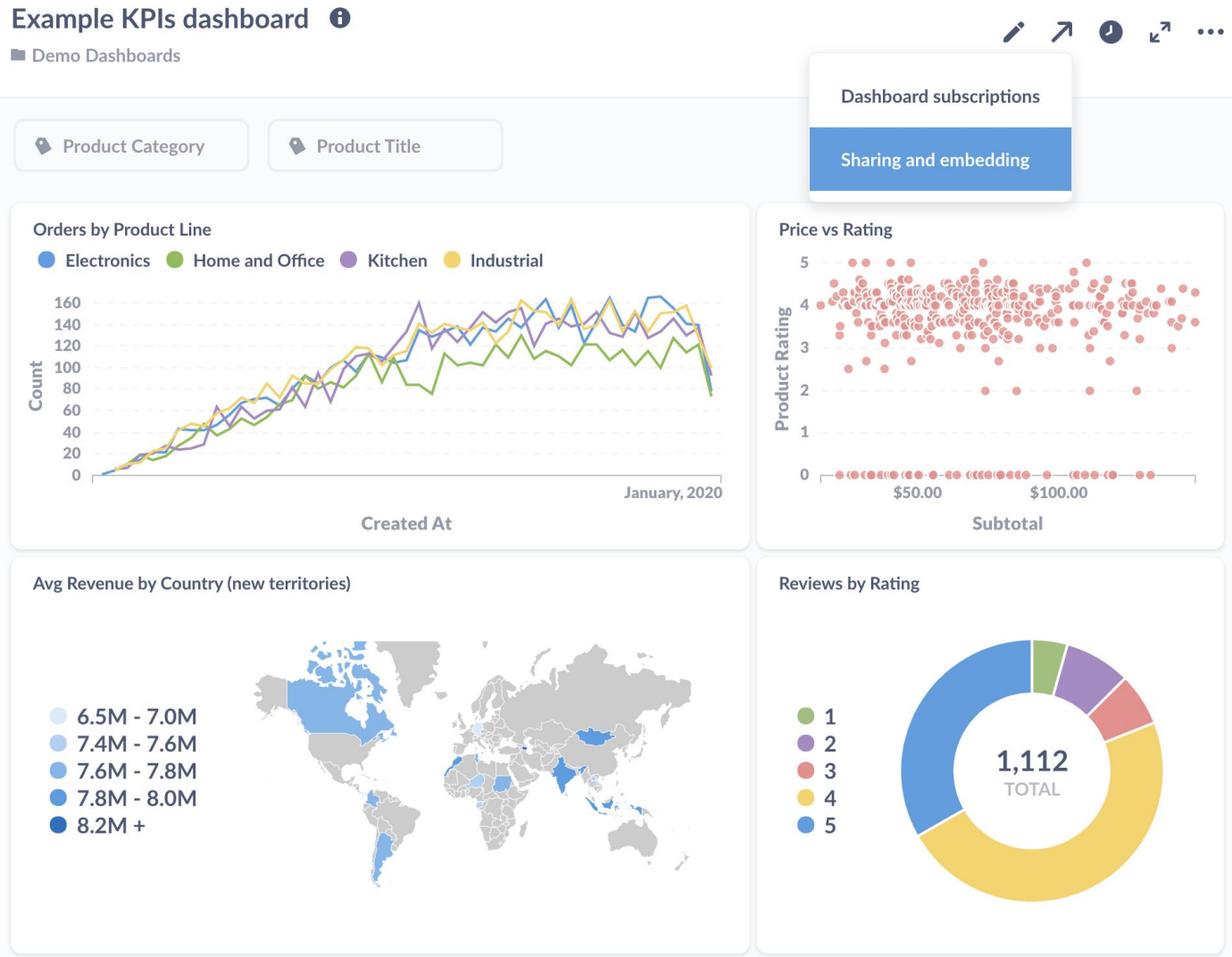


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# Business Intelligence Tools

+ableau®

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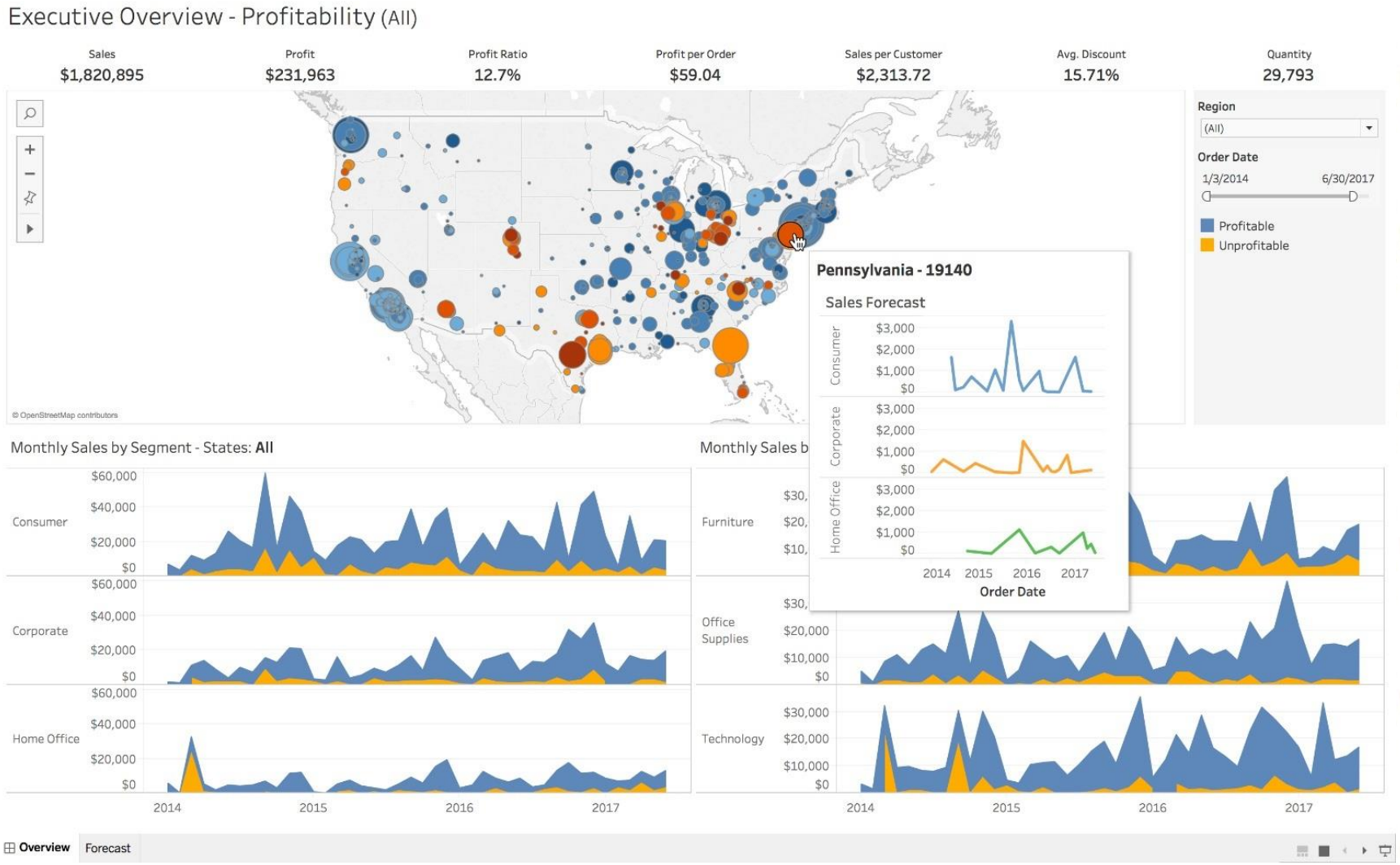


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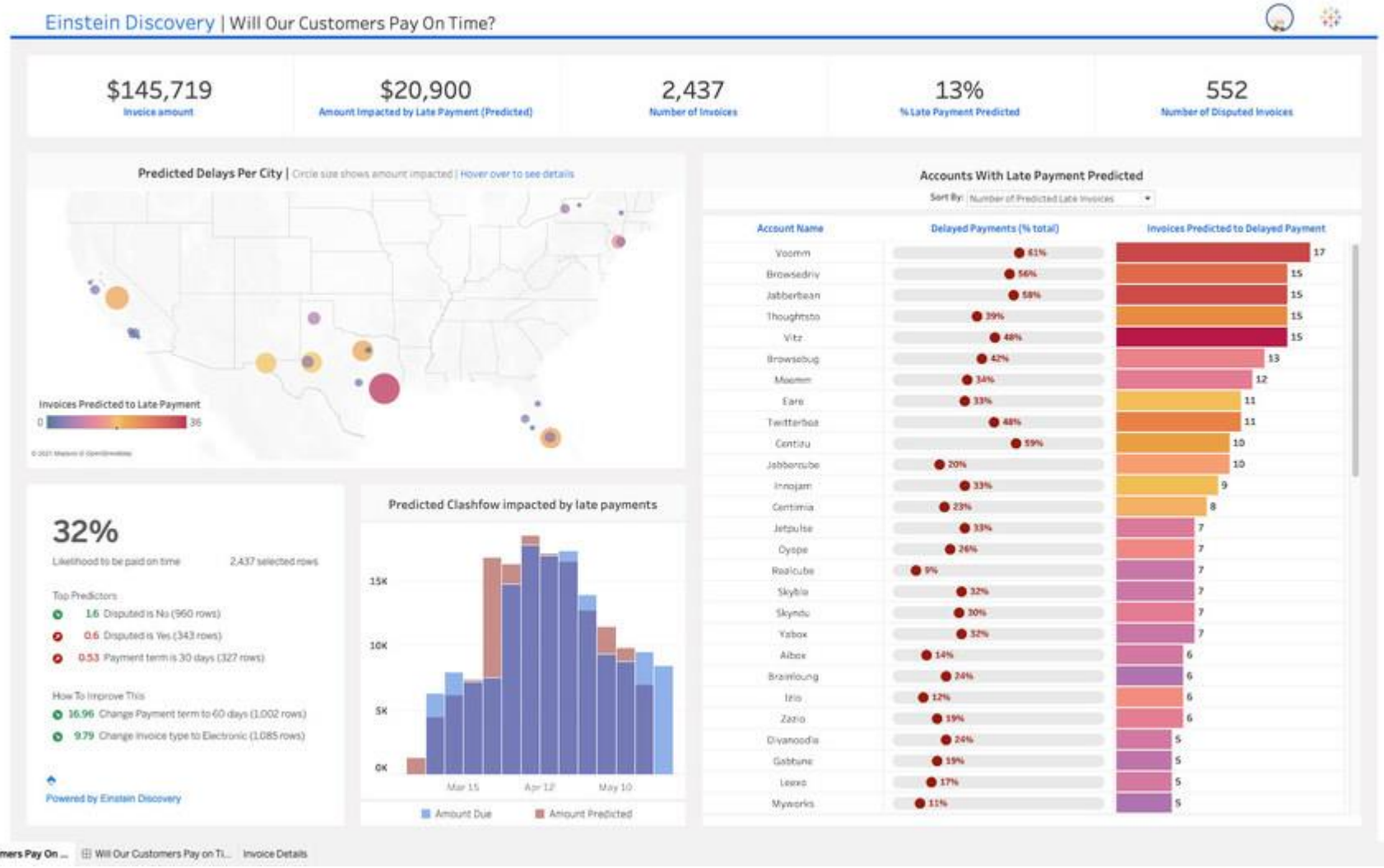


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# Business Intelligence Tools

Power BI

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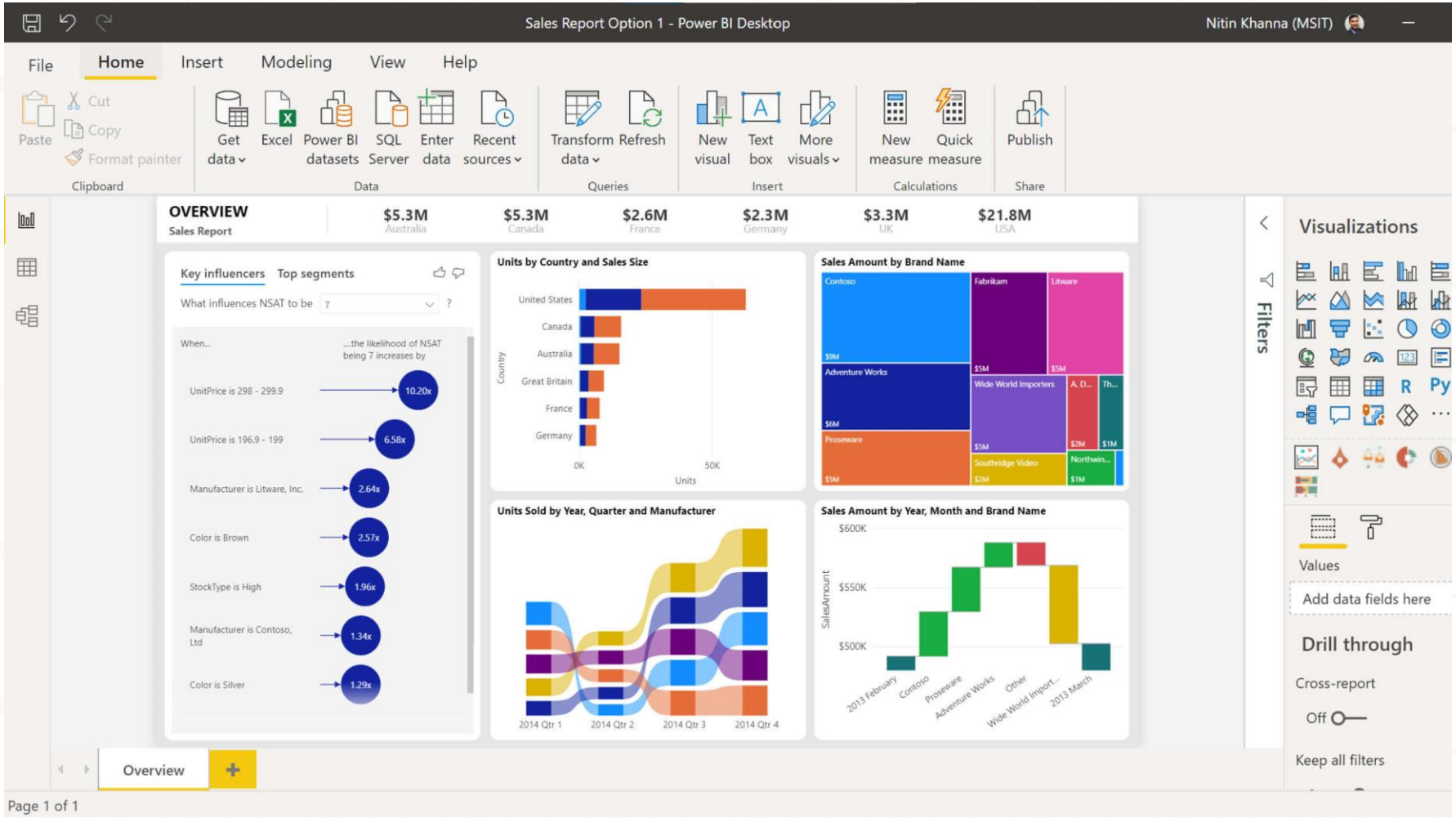


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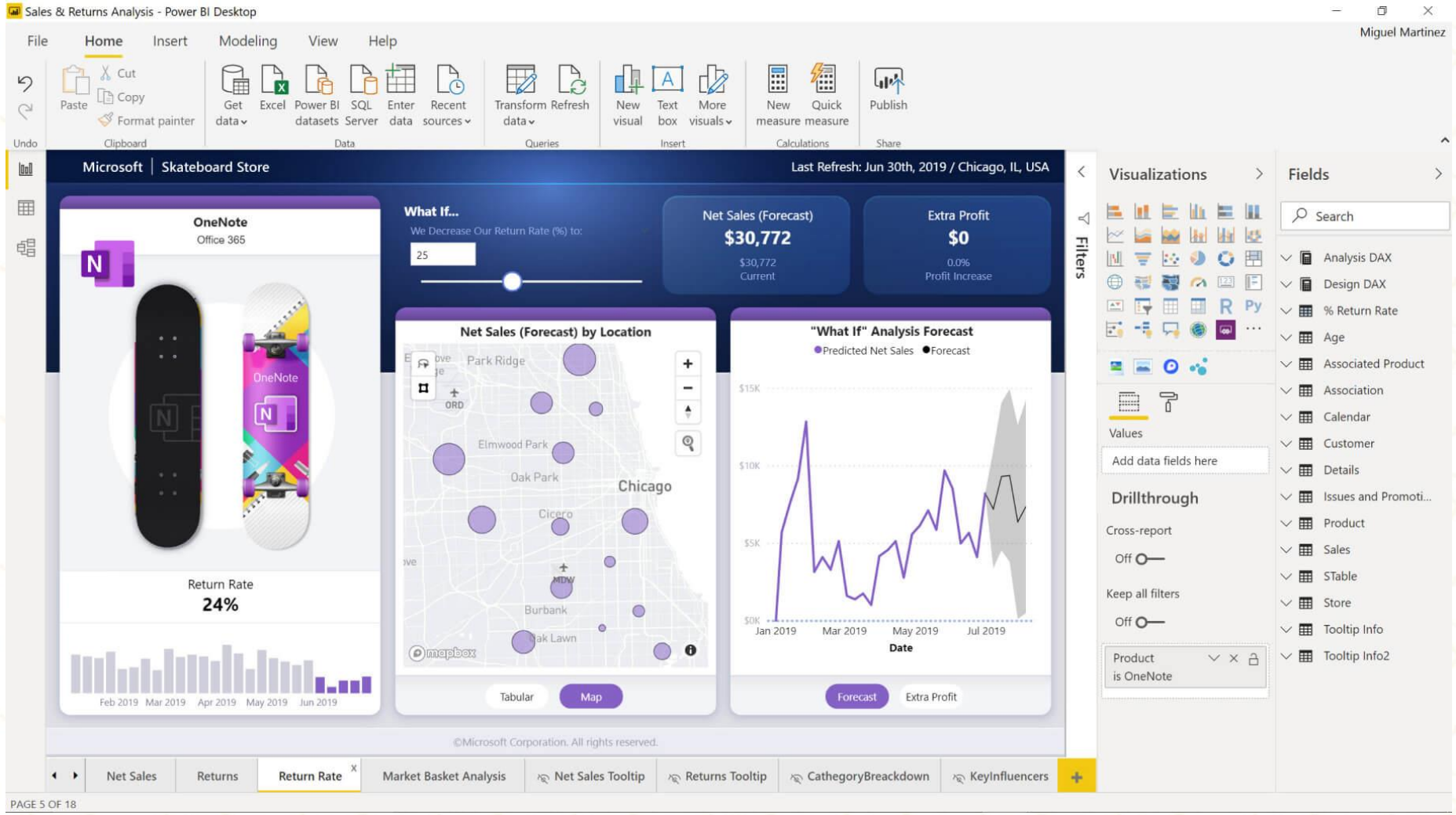


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Google Data Studio

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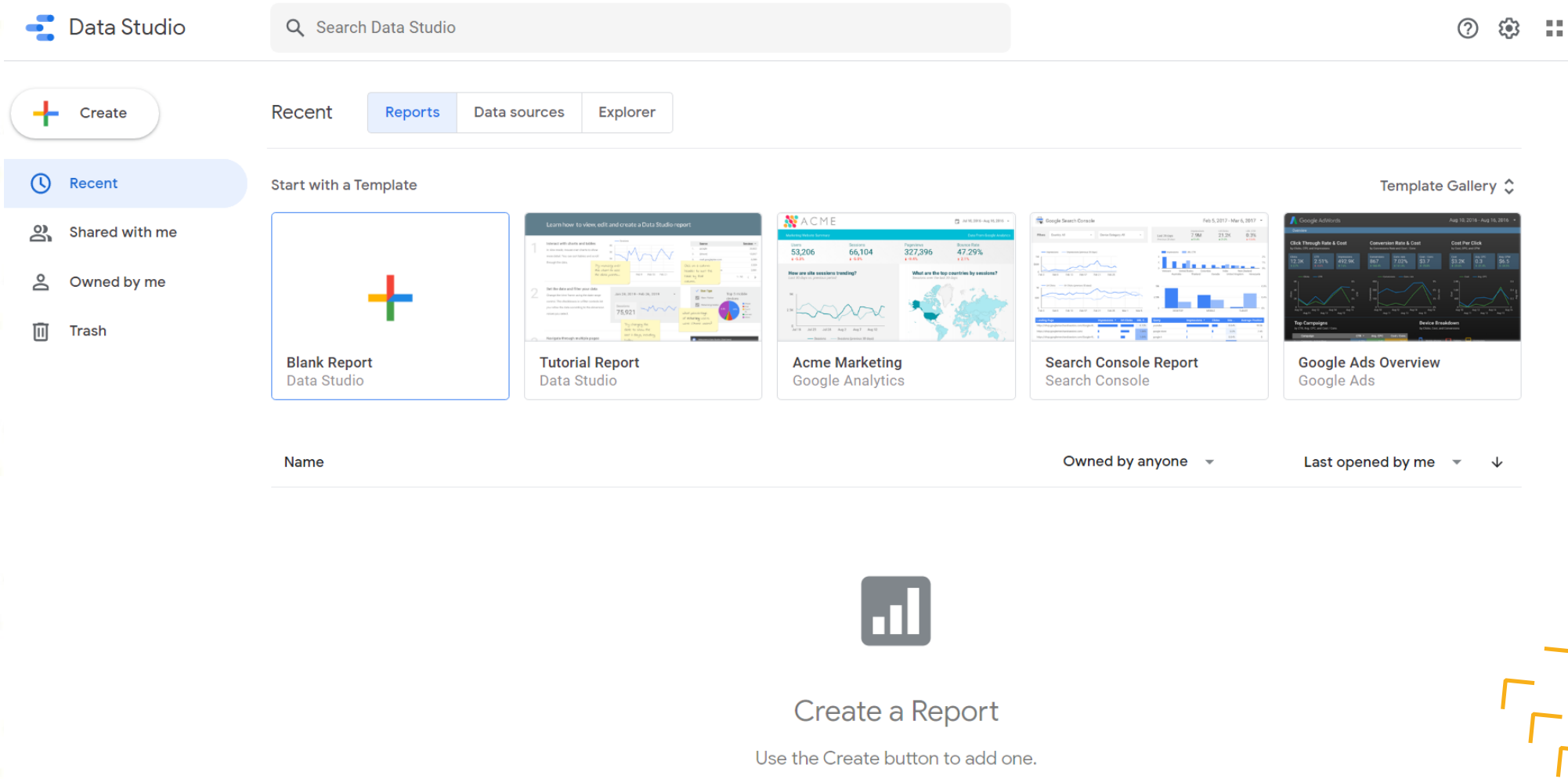


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# Google Data Studio

## https://datastudio.google.com/

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# Thank You

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