



# Reading: How companies benefit from near-real-time intelligence

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Previously, you learned how business intelligence monitoring can help businesses quickly gain insights to solve problems and create innovations ahead of the competition. This is one of the many ways BI professionals have a practical impact and add serious value to the businesses they support. In this reading, you'll explore some actual examples of BI monitoring in the business realm.

## **The WindyGrid makes real-time responses possible**

Chicago, also known as the Windy City, is a big city with millions of people. This makes allocating city resources an equally big job. The WindyGrid project monitors what is happening in the city to help officials drive municipal operations. The project contains data from multiple city departments, including 911 calls, non-emergency calls, building permits, health inspections with external data such as live weather information and tweets, and more. For example, the WindyGrid project monitors known potholes and the status of complaints filed about them. It also tracks the locations of service vehicles, such as firetrucks and ambulances, in order to respond to emergencies more quickly.

## **Meal-kit company crafts individualized marketing campaigns**

A meal-kit company realized that it needed a new way to prevent overspending while implementing effective marketing campaigns. In order to do this, its BI team set up near-real-time monitoring to track marketing costs and returns. This meant team members could focus their campaigns more effectively and ensure they weren't spending outside of their budget to do it!

## **Restaurant chain unifies operations**

A restaurant chain with more than 2,000 locations had a collection of data sources that weren't connected in a meaningful way. In order to unify operations, they implemented a BI system to centralize data about operations from locations around the world. This enabled business leaders to monitor key performance indicators and make improvements at scale across all locations.

## **Key takeaways**

BI monitoring provides businesses with the tools they need to rapidly analyze data and draw insights from continuously updating information. This enables more efficient and impactful decisions, as well as innovation and problem-solving. BI professionals are the key to unlocking these benefits for businesses, which is one of the reasons they're in such high demand! As you continue through this program, you'll learn more about BI monitoring and how to turn near-real time data into actionable insights for your stakeholders.

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