Business Intelligence is a key tool to transform data into useful knowledge.  
It helps companies analyze the information they generate every day, make better decisions, and become more competitive.

Among its main components are the Balanced Scorecard (CMI) and the Key Performance Indicators (KPI).  
The Balanced Scorecard gives a strategic view of the company, while KPIs measure how close we are to achieving our goals.  
Thanks to tools like Excel, Power BI, and Qlik Sense, microenterprises can apply these indicators easily and visually.

To store and analyze information, structures like the Data Mart and Data Warehouse are used.  
A Data Mart focuses on a specific area, while a Data Warehouse integrates all information to provide a global business view.

In addition, ERP and CRM systems manage resources and customer relationships, helping companies grow efficiently.  
In summary, Business Intelligence allows small businesses to turn data into smart decisions.  
By using accessible tools such as Excel, Power BI, and Qlik Sense, they can generate value, innovate, and strengthen their market position.