

Business Intelligence (BI)

- Concepts, practices, tools and techniques to help business
 - Understand its core capabilities
 - Provide snapshots of the company situation
 - Identify key opportunities to create a competitive advantage
- Provides a framework for
 - Collecting and storing operational data and aggregating it into decision support data
 - Analyzing decision support data and presenting generated information to end users to support business decisions
 - Making business decision which generates more data
 - Monitoring results to evaluate outcomes and predicting future outcomes with a high degree of accuracy