

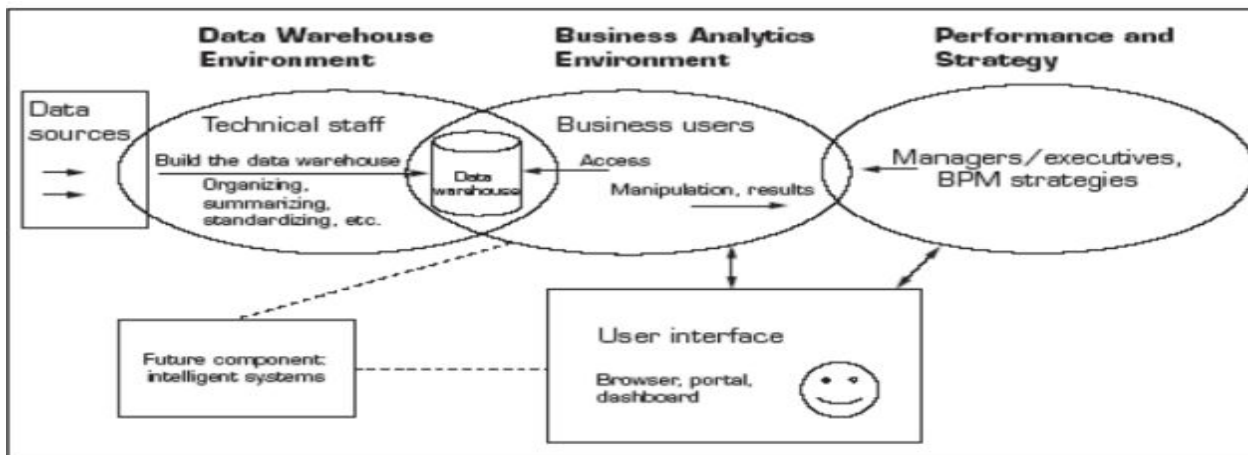
Tutorial

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1. Define the term Business Intelligence (BI) using your own words.

Business Intelligence is a combination of methodologies and technical tools that transform raw data into historical information to obtain analytical insights that are valuable to improve decision-making in businesses.

2. By using the diagram, explain the framework for business intelligence



- Data warehouse – Organizing, Summarizing & standardizing the historical & current data, so that end users easily view data & information & provide real time decision support.

- Business analytics – Data Mining & Manipulation results based on the data accessed from data warehouse & perform advanced analytics

- Performance management (BPM) – Embraces Planning & strategy, providing top-down enforcement of corporate-wide strategy. (monitoring, measuring, and comparing of sales, profit, cost, profitability)

Source: Slide 15 to 22

3. What are the major similarities and differences of DSS and BI?

DSS provide support directly in decision making whereas BI are to provide more accurate and timely information to support indirectly in decision making.

However, DSS supports efficient manners in operational business activities but BI focuses and supports strategic and tactical activities by giving right information and new insights to the business.

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4. Describe the BI Cycle

BI cycle is consist with the activity of Analysis, Insight, Action and Measurement

First, we will have to determine what data to use and what analysis is needed to perform by selecting and filtering what is important based on self-understanding and assumptions of the operations in business.

Second, questions from the analysis will be asked to discover more useful information

Third, Actions will be taken after all the analysis to produce clearer purposes and details to gather stronger organizations.

Lastly, BI Cycle allows us to set the standards and benchmarks for monitoring performance and providing feedback in every functional area of the business.

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5. What are the benefits of BI?

- Faster reporting, analysis or planning;
- More accurate reporting, analysis or planning;
- Better business decisions; Improve data quality;
- Improve employee satisfaction;
- Improve operational efficiency;

- Improve customer satisfactions;
- Increase competitive advantage;
- Reduce costs;
- Increase revenues;
- Saved headcount.

Slide 24

6. Differentiate between MIS, DSS and ESS.

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While **DSS** is a decision support system that is designed to help managers come up with solutions to problems on the basis of a data base or knowledge base, **ESS** is an executive support system that presents summarized information that is used by executives to come up with the best possible solution to problems.

Management information system and decision support system is that the management information system (**MIS**) supports structured decision making while the decision support system (**DSS**) provides support for unstructured or semi-structured decisions.

MIS usually receive and utilize the data they get from the TPS. The **ESS** is the major recipient of data from the lower-level systems which is mainly used in unstructured decision-making

7. List down different types of users.

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- IT Staff
- Power Users
- Executives
- Functional
Managers
- Occasional
Information
Customers

- Extranet: Partners and Consumers

8. Compare differences between conventional systems and BI.

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	Conventional System	BI System
Business Purpose	Support the business' operational activities in an efficient manner	Support strategic activities by giving the right information and insights to the business
Functions	Day to day operations	Supports for long term decision-making
User Type	Frontline workers	Knowledge Workers // Managerial Staffs
Orientation	Transaction	Analysis
Number of Users	Large in numbers	Relatively Small
Data Contents	Current Values	Summarized and Derived Data