**Business Intelligence (BI)**

**Definition:**  
Business Intelligence (BI) refers to technologies and strategies used by organizations to analyze business data and make informed decisions.

**Key BI Components:**

* **Data Warehousing** – Storing data from different sources
* **ETL (Extract, Transform, Load)** – Prepares data for analysis
* **Dashboards & Reports** – Visual insights into business metrics

**Popular BI Tools:**

* Microsoft Power BI
* Tableau
* Qlik Sense
* SAP BusinessObjects

**Benefits of BI:**

* Improved decision-making
* Trend analysis
* Operational efficiency
* Competitive advantage