**How Data-Driven Decision Making Improves Business Operations**

Both small and large businesses are increasingly integrating business intelligence with their daily processes. Data has become so important that businesses are progressively adapting complex software systems to collect it from various departments and generate reports. The reports are subsequently assessed and used in making informed business decisions according to the targeted goals.

Business are leveraging this system because of its proven track record and efficiency in improving business operations. This is achieved through:

**Making Decisions Based on Facts**

Business owners and managers who don’t use any intelligence framework usually make decisions based on their perceptions and conclusions. This is very risky especially where the market is largely unreliable. Without data driven decision making, you risk crippling your entire organization and possibly running out of business because of poor uninformed decisions.

Since they collect relevant real time data from all the departments, intelligence systems present all the facts to you before you make any decision regarding your business. For instance, you’ll be able to prepare a budget and make financial decisions based on an accurate financial report generated by your business’ intelligence system.

**Maintaining a Competitive Advantage**

According to [Marketing Charts](http://www.marketingcharts.com), only half of marketers currently leverage business intelligence systems in their operations. That means you have a significant advantage over the other half that blindly rely on their inferences in marketing their products/services. A good system should also help you keep tabs on your main competitors to ensure that you are always ahead. For instance, a real time market share intelligence system will help you assess how you are faring against your competitors and adjust your strategies accordingly.

**Identifying Weaknesses and Losses**

A business should not only focus on the strengths and profits, but also the weaknesses and losses. It is only by eliminating the latter that you’ll be able to improve your overall profitability and business revenue. Of course you need to identify the weaknesses and losses before you eliminate them and there’s no better way of doing this than using an intelligence system.

Through the data, you’ll be able to tell what’s selling and what’s not; employees that are sleeping on their jobs and potential weak points in your organization. This will ultimately help you adjust accordingly to eliminate your weaknesses and improve the entire business.