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What the article is going to cover on:

**WHAT**

this paper discusses the effect of business intelligence (BI) on business data analysis (BA), and finds the basic contents, research tools and characteristics of business intelligence (BI) and business data analysis (BA), so as to put forward relevant suggestions on how to improve the competitiveness of enterprises through information technology.

Intelligent enterprises in the context of modern society refer to those enterprises that respond quickly, adapt to the changing needs of customers and adopt correct customer solutions

intelligent enterprises have the following characteristics: ① information sharing and enterprise information integration ; ② Knowledge mining and management [3]. Business intelligence is an effective means to improve enterprise intelligence.

This means that business intelligence can be effectively expressed "What happened in the past", "how much happened", "frequency of occurrence", "where is the problem" and "what measures should be taken in the next step".

Business data analysis refers to the skills, technologies and practical activities used to continuously explain and explore past business performance in order to obtain insight and promote fully automated decision-making.

Business analysis includes examining whether the expected sales, costs and profits meet the expected objectives of the company. Only when the objectives are completed can the product concept be further developed to the product development stage

**HOW**

Since the application of computer and network, the efforts and attempts to drive decision-making by analyzing data with information technology have begun

big data system can produce a unique business development model and service model, which can well promote industrial innovation and rapid industrial development.

research explained that business intelligence is the most effective when combining data from enterprise operation market (external data) with enterprise resources such as financial and operating data (internal data for business operation) [9]. Once combined in this way, external data and internal data can provide a more complete picture.

Therefore, from the perspective of business management decision-making, the functions or application fields of business intelligence include: ① analyzing consumer behavior, shopping mode and sales trend; ② strategy, tracking and predicting sales and financial performance; ③ formulating budget, financial planning and prediction; ④ tracking the performance of marketing activities; ⑤ optimizing process and operation performance; ⑥ network and e-commerce analysis; ⑦ consumer relationship management; ⑧ risk analysis; ⑨ strategic value driven analysis.

this paper finds that business data analysis (BA) focuses on using data and statistical methods to develop new insights and understand business performance.

Therefore, business data analysis (BA) is often applied to management science, which is used as an assistant to people's decision-making, or help people drive decision-making to be fully automated.

BI -> It can analyze what will happen in the future, why it will happen (i.e. predict), what we should do and why we should do so .

business data analysis can be used to gain insight into forming business decisions and promote the automation and optimization of business decisions. Data driven companies take data as their assets and make full use of data in order to gain competitive advantage

**WHY**

The application of these emerging technologies to the management industry has become the trend of the development of modern society. In the face of the changing market, both large enterprises and small companies must make timely and efficient responses.

Enterprise managers should make continuous decisions to adapt to the market [1]. Raja (2015) summarized decision-making into a formula: "decision = information + experience + risk"

it can be seen that business intelligence is not the usual enterprise business processing. Its goal is to make better decisions faster and easier. In fact, any enterprise or company needs information for decision-making, which is inseparable from information knowledge.

Information has become the second most important element in enterprise operation, second only to talents the object explored by business intelligence is information, specifically a variety of data.

At this time, if enterprise managers want to ensure that enterprises can achieve sustainable development in the fierce market competition, they must understand the opportunities and challenges faced by enterprises due to the development of big data, and can use the advantages of business intelligence data to plan their future development and adjust the development policy of enterprises in a planned way.

The obvious role of the development of big data technology is to increase the profitability and business value of enterprises.

In the big data background, the modern science and technology has gradually become one of the key factors for enterprises to obtain advantages in market competition, in order to effectively give full play to the potential of information analysis, we need to take action from two levels. In terms of the strategic method, enterprises need to consider the importance of intelligent data to enterprise development and effectively predict the results of several rounds of future development; in addition, the implementation level, including the allocation of appropriate talents, skills and processes, and the use of correct methodologies and incentives.

Therefore, under this background, enterprises should fully understand the advantages of big data and the characteristics of business intelligence data, and combine business intelligence data with industry to promote the continuous development of industrial digital operation, update and adjust its future development direction, and improve the intelligence and digital operation of enterprises.

WHEN

WHO

Example

Taking Muji Company in Japan as an example, the enterprise can effectively combine the advantages of big data in management and provide targeted services to users. According to the difference of users' analysis, they will receive discount coupons more in line with their needs. Therefore, it is necessary to analyze the application significance of business intelligence in data analysis.

Summary

* Basic contents , research tools and characteristics of business intelligence and business data analysis.
* These characteristics can effectively analyze "what happened in the past, what will happen in the future, and how to handle the next best business strategy"
* The effective combination of the two is a key factor to enhance the competitiveness of enterprises, which provides enterprises with a tool to integrate information technology and implement efficient and automated decision-making.
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