# What is Business Intelligence?

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# Agenda

- eCapital Overview

- Business Intelligence Overview

- Real-world Analytics Examples

- Overview of Business Intelligence Careers

- Q&A

# eCapital Advisors Overview

- Founded in 2001 – Headquartered in Minneapolis
- Performance Management & Business Analytics consulting firm
- Over 275 customers
  - Education, Financial Institutions, Healthcare, Manufacturing & Retail
- eCapital Advisors employees
  - Dedicated to Enterprise Performance Management and Business Analytics, enabling clients to make better business decisions
  - Proven customer satisfaction and experience across a variety of industries
  - Advisory services, strategic assessments, implementations, upgrades, training, customer enablement and managed services



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# eCapital Client Sampling

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Analytics

# Terminology

- **Analytics/Business Intelligence** – the systematic analysis of data or statistics
  - Providing insights and enhancing business decisions
- **Big Data** – extremely large data sets that may be analyzed computationally to reveal patterns, trends, and associations, especially relating to human behavior and interactions
- **Structured Data** – databases and spreadsheets are examples of structured data
- **Unstructured Data** – refers to information that either does not have a pre-defined data model or is not organized in a pre-defined manner

# Analytics

- Creates feedback loop for Business processes:
  - Helps to identify problems or potential problems
  - Provides analysis to gauge progress toward strategic goals
  - Graphically represent actual results against plan, prior year, forecast
- Delivers actionable business information
- Provides a vehicle for a single version of the truth across the organization

" People come to work in the morning wanting to make the right decisions; they don't have the information to do so.

- Jamie Wiggins, Children's Hospitals and Clinics, Sr. Director Clinical Services

# Analytics Allows Better Decisions to be Made

- Measure financial result of strategic initiatives
- Enable users to make better and more timely decisions
- Improve accountability and accuracy
- Allows for more timely analyzing data vs. gathering data
- Better align business resources

# Popular BI Vendors

Case Study & Real World Example

# Case Study

## Children's Hospitals and Clinics of Minnesota

- One of the largest pediatric health systems in the United States

- Only health system in Minnesota to provide care exclusively to children, from before birth through young adulthood

- An independent and not-for-profit system since 1924

- Serves kids throughout the Upper Midwest at two free-standing hospitals, 12 primary and specialty-care clinics and six rehabilitation sites
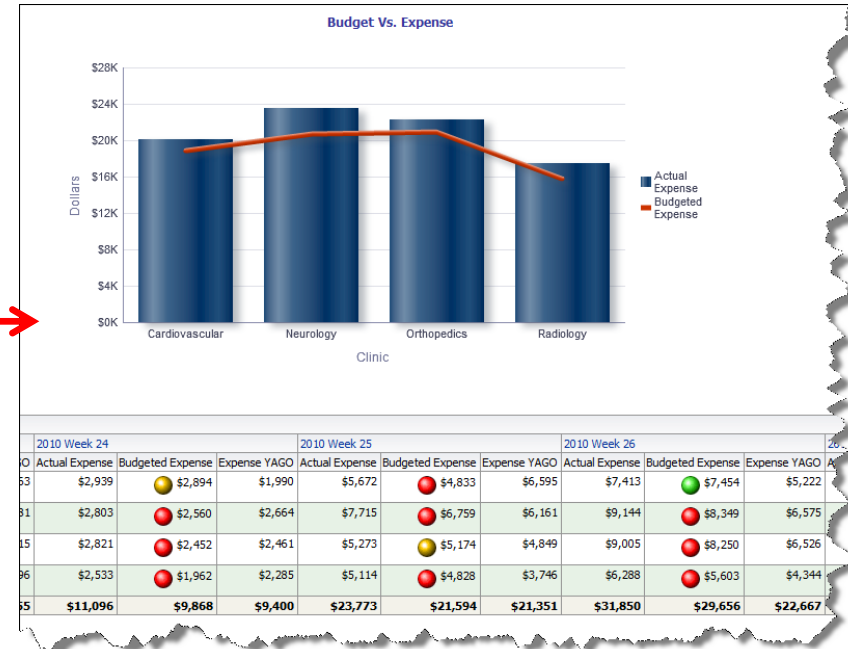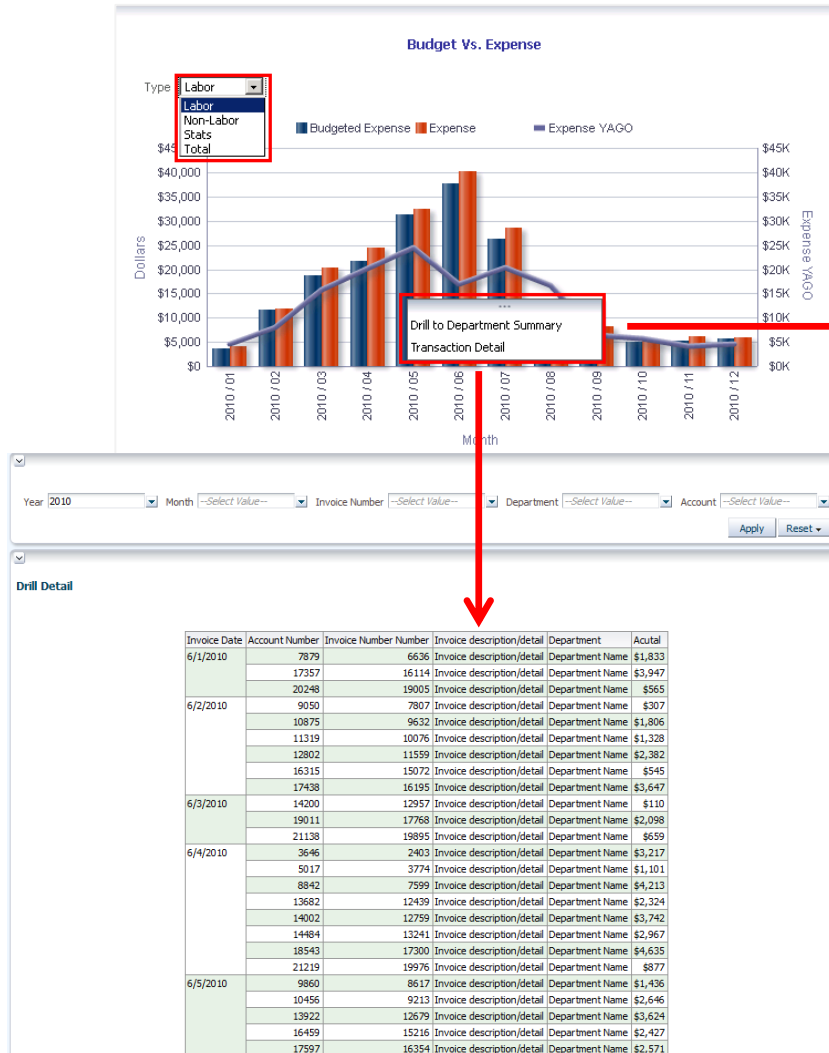
# Case Study

**Critical Issue**    Disjointed and manual planning process with limited and rigid reporting, lack of operational information to drive timely decisions.

**Business Case**    Needed more timely reporting, elimination of manual consolidations of budget data, allow financial analyst and business owners to spend more time analyzing data.

**Capabilities Needed**    Revenue, Labor, CapEx, OpEx and Balance Sheet planning. Graphical and interactive dashboards with drill through reporting
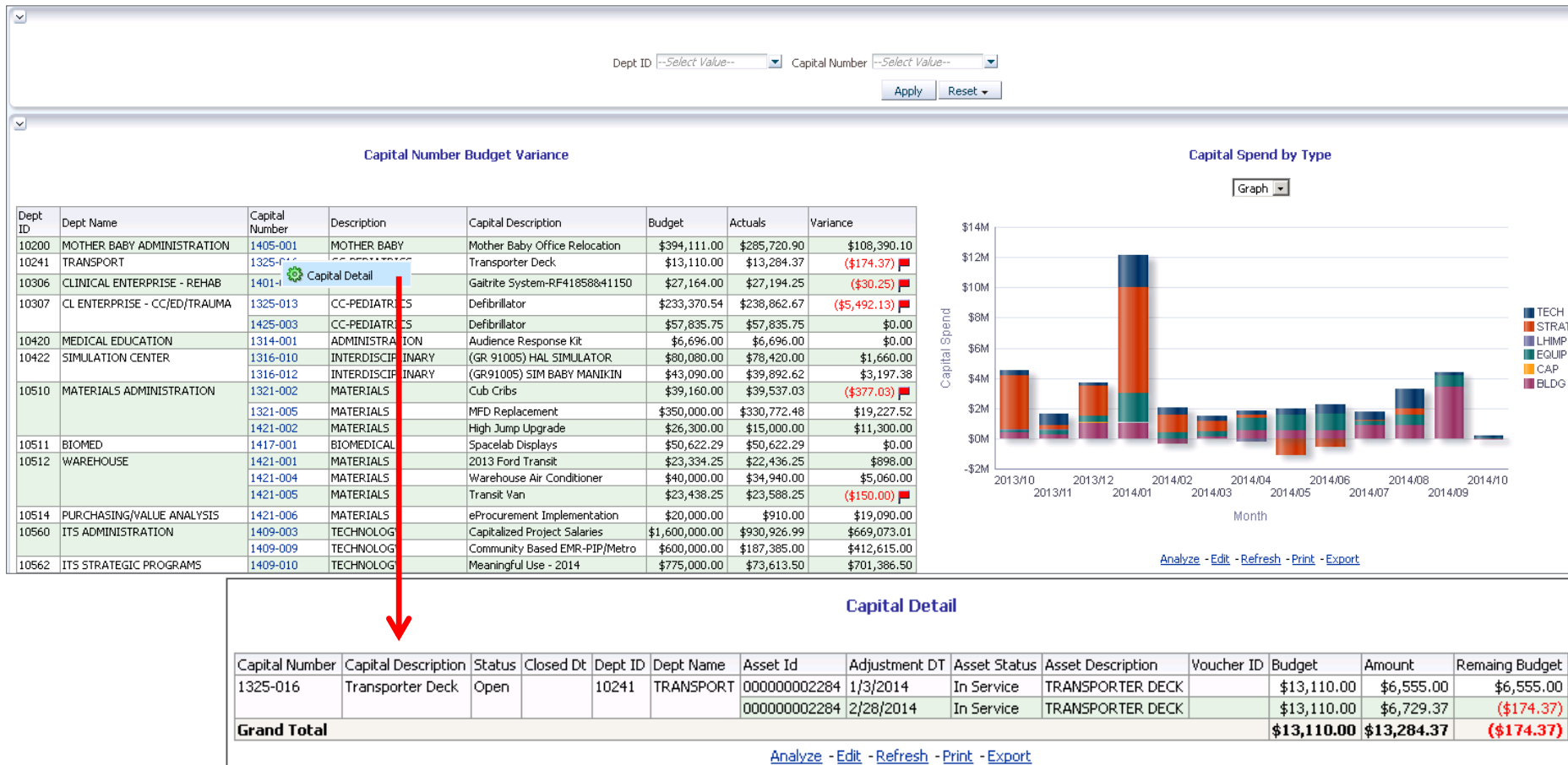
# BIFS Sample – Budget and Expense



- Able to select from multiple expense types
- Option to drill to Department summary or Transaction detail

# BIFS Sample – Profit and Loss Analysis



- Able to filter data by time, department hierarchy levels
- Option to drill to Department detail and then drill to show expenses and revenue by General Ledger account number
- Ability to download data into PowerPoint, Word, Excel, etc.

# BIFS Sample – Capital Projects Analysis



- Filter by department
- Option to drill to Capital project detail
- Ability to download data into PowerPoint, Word, Excel, etc.

# Real World Example



**Predictive Analytics**

- Crime Prevention
- Bed Side Analytics
- Traffic Lights
- Parking Meters/Ramps
- Weather
- Crop Yields

# Real World Example

The U.S teen birthrate – one of the highest in the developed world – has been dropping in recent years. The National Bureau of Economic Research, says "16 and Pregnant" ultimately led to a 5.7% reduction in teen births in the 18 months after its premier on TV.
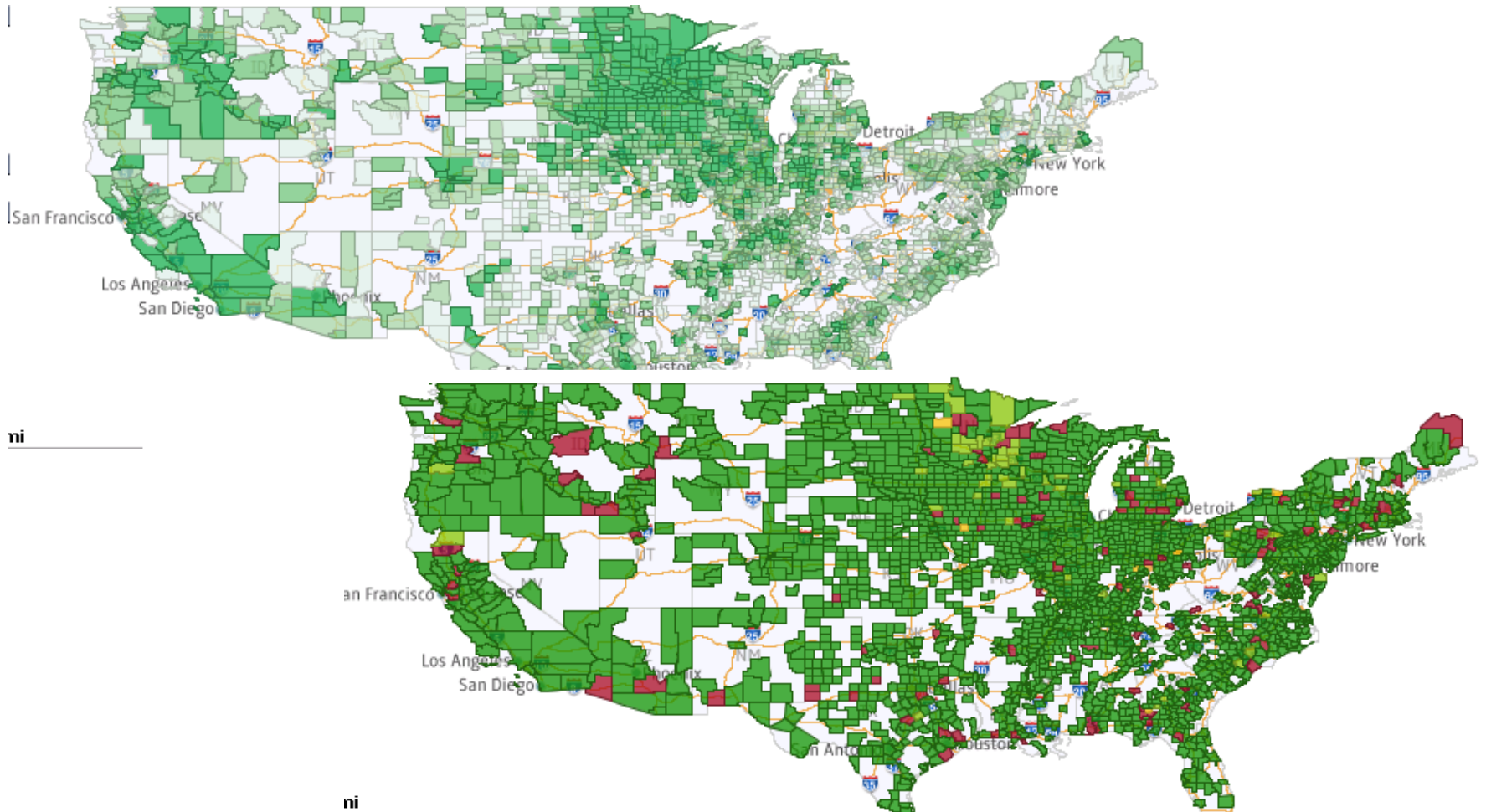
Data Sources

- National birthrate data
- Nielsen Ratings
- Geographic data
- Google
- Twitter

Source: http://www.cnn.com/2014/01/13/health/16-pregnant-teens-childbirth/

# Real World Example

# Business Intelligence project life cycle

- Design
- Requirements
- Build
- Test
- Go-Live/Support
- Hand off

Business Intelligence Careers

# BI Career

**In the beginning:**
- ✓ Work with a team to gather and analyze business requirements
- ✓ Identify, prioritize and communicate project issues or concerns
- ✓ Play a part in the design and/or development of Analytic solutions
- ✓ Participate in the full lifecycle of project development from requirements to rollout
- ✓ Consult users on gathering and presenting data in a meaningful manner
- ✓ Keep up to date on analytic trends
- ✓ Ability to be calm under pressure

**As you progress:**
- Mentor & train others
- Involved in hiring process
- Blogs, webinars, presentations
- Installation and configuration
- Identify potential projects
- Lead projects
- Juggle multiple projects

# Interested in joining our team?

- http://ecapitaladvisors.com/about/careers/
- Or email bhauser@ecapitaladvisors.com

# Q&A

Thank You