

## Business Intelligence:

### Meaning:

Business Intelligence is a set of tools, technologies and practices that help companies collect, analyze and interpret data to make business decisions.

### Data warehouse:

A large store of data accumulated from a wide range of sources within a company and used to guide management decisions.

### Data warehouse using BI:

A data warehouse is a type of data management system that is designed to enable and support business intelligence (BI) activities, especially analytics.

data warehouse Advantages:

data quality and consistency:

data warehouses can present data in a standardized format even when it's collected from multiple sources, which can improve the accuracy of reports.

scalability:

cloud data warehouses can be easily scaled up or down as a business grows without the need for maintenance downtime.

data security:

on premises data warehouse can offer robust security, data sovereignty, reduced latency.

Intelligent decision-making:

data warehouses can provide decision-makers with access to accurate and timely information that can help them gain insights into customer behaviour, market trends, and other factors that impact business performance.

## Business Intelligence:

Data warehouses can help manage collected data and provide significant business insights.

### Data storage:

Data warehouses can store large amounts of data in a single location, and can retrieve data quickly and efficiently.

## Business Intelligence - Advantages:

### Improved decision-making:

BI can help businesses make faster and more informed decisions by providing easy access to data.

### Increased efficiency:

BI reporting tools can automate tasks that are time-consuming in traditional methods, which can help save time and increase efficiency.

### Competitive advantage:

BI Platforms can help companies see what their



competitors are doing and make informed decisions about their plans.

### Enhanced customer satisfaction:

BI systems can help improve customer satisfaction by gathering information about customer ratings and loyalty, and providing reports that summarize current customer opinions.

### Improved data quality:

Syncing data across multiple systems can eliminate the risk of data inconsistencies and discrepancies, which can improve data quality.

### collaboration:

BI can help teams across departments work together more effectively by providing a centralised platform for data analysis.

### Increased revenue:

BI software can help establish KPIs that align with the business strategy, which can lead to increased revenue.