

1.7 What is BI?

BI-Business Intelligence

BI is a technology driven process for Analyzing data and presenting actionable information to help executives managers and other corporate and - users make informed business decisions.

BI encompasses a variety to tools, applications and methodologies that enable Organizations to Colled data from internal and external sources, prepare if for Analysis develop and run queries against the data and create reports dashboards and data visualization.

The key aspects of BI include:-

- (i) Data mining:- Extracting patterns and knowledge from Large set of data.
- (ii) Data warehousing:- Aggregating data from different sources Into a Central responsibility.
- (iii) Reporting:- Generating structured reports for Business Analysis.
- (iv) Performance matrices and Bench marking:-
Comparing Current performance

data to historical data to track performance against.

vi) Descriptive Analytics:- Using historical data to understand changes over time in business operation.

vii) Querying:- Asking specific questions about the data and getting answers in the form of reports.

viii) Data Visualization:- Presenting data in graphical form (charts, graph, dashboard) for the easier understanding and Analysis.