

## MINOR - I

1. Explain BI in detail with its Advantages and disadvantages.
- \* Business Intelligence (BI) is about getting the right information to the right direction/markers, at the right time.
- \* The combination of different types of systems and tools which are vital for strategic planning process of an organisation is known as Business Intelligence.
- \* An organisation can store, gather access and analyze the various corporate data for supporting the decision making process with the help of these systems.
- \* Various types of business intelligence in the fields of customer support, market segmentation, statistical analysis, inventory and distribution analysis, customer profiling are collected through BI system.
- \* A large variety of data is collected from different sources in a BI system and it helps in



a significant manner in decision making process if these are implemented in an accurate manner by using advanced reporting and analytics.

### Advantages of business intelligence:

Here are some of advantages of using business Intelligence System:

1. Boost productivity:- With a BI Program, it is possible for business to create reports with a single click thus saves lots of time and resources. It also allows employees to be more productive on their tasks.
2. To improve visibility:- BI also helps to improve the visibility of these process and make it possible to identify any areas which need attention.
3. Fix Accountability:- BI System assigns accountability in the organization as there must be someone who should own accountability and ownership.



for the organisation's performance against its set goals.

4. It gives a bird's eye view:- BI ~~orga~~ System also helps organisations as decisions makers get an overall bird's eye view through typical BI feature like dashboards and Scoreboards.
5. It streamlines business process:- BI takes out all complexity associated with business processes. It also automates analytics by offering predictive analysis, Computer modeling, benchmarking and other methodologies.
6. It allows for easy analytics:- BI Software has democratized its usage, allowing even nontechnical or non-analysts users to collect and process data. This also allows putting the power of analytics from the hands of many people.



## BI System Disadvantages

1. Cost :- Business Intelligence can prove costly for small as well as for medium-sized enterprises. The use of such type of system may be expensive for routine business transactions.
2. Complexity :- Another drawback of BI is its complexity in implementation of data warehouse. It can be so complex that it can make business techniques rigid to deal with.
3. Limited use :- Like all improved technologies, BI was first established keeping in consideration the buying competence of rich firms. Therefore, BI system is yet not affordable for many small and medium size companies.
4. Time Consuming Implementation :- It takes, almost one and half year for data warehousing system to be completely implemented. Therefore, it is a time-consuming process.



## 2. Explain Business Intelligence Process?

\* The Business Intelligence process :- Although business intelligence is utilized in different ways and for different purpose by individuals companies, the process is fairly uniform throughout all industries and typically unfolds as follows:

\* Data from various sources - including internal company data and external market data - is collected, integrated, and then stored; because "big data" is commonly used, data is commonly stored in what's called a data warehouse, created by a data engineer.

\* Data sets are created and prepared for data analysis, often by creating data analysis models.

\* Data analysts run queries against the data sets or models.

\* The results of queries are used to produce visualization in the form of charts, graphs, histograms, or other visual representations.



along with BI dashboards, and reports.

\* Decision - makers utilize the data visualization and reports to help them in making decisions, they may also use their BI dashboard to probe further into the data for more information.

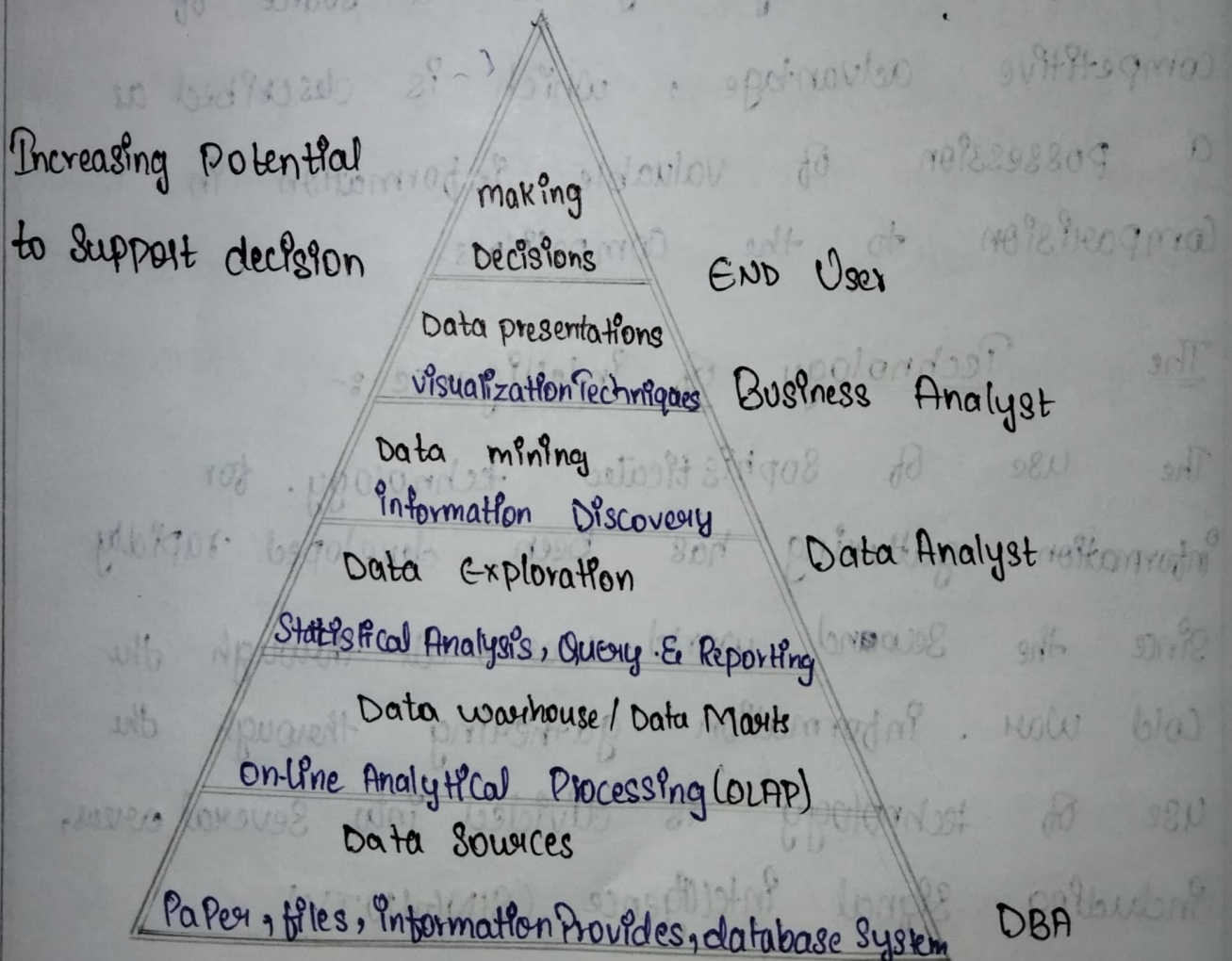
Public Intelligence and Private Intelligence:-

The public intelligence as gathering of information for interest of regional and local government and state that public intelligence is more complex than private intelligence in the respect that the goals of business are clearer. It is also classified further public intelligence in to three categories: local, regional, and national. On the other hand, that the private intelligence includes business and nonprofit organisations intelligence. The author notes that it is important to pay attention, since business intelligence has two meanings. At the very end of the chapter, the author shows the difference between private and public intelligence and customer relation management, as well as the differences between private and public intelligence and knowledge



~~Information~~ management.

\* PPI process is primarily based on obtaining and gathering information. There are many means of collecting information, based on the three main types of source : 1) Information obtained directly from people. 2) Information obtained from traces of human actions, and 3) Information obtained from nature interaction.



\* Business Intelligence Process.



3) Explain difference between data, information and intelligence.

\* The differences between data, information and intelligence, by explaining their interrelations in the process towards intelligence. Nowadays in the information era, the companies gain competitive advantage by efficient and effective handling and managing information. Additionally, the author mentions the information asymmetry as a source of competitive advantage, which is described as a possession of valuable information in comparison to the competitors.

\* The Technology of Intelligence :-

The use of sophisticated technology for information gathering has been developed rapidly since the Second world war, all through the Cold war. Information gathering through the use of technology is divided into several areas, including signal intelligence (SIGINT).



which includes electronic interception and cryptanalysis, and including signal intelligence (SIGINT) which includes electronic interception and cryptanalysis, and consists of communication intelligence (COMINT). Then we have Imagery / Photo Intelligence (IMINT / PHOTINT). which is intelligence from photographic and other image source. There is also a radar intelligence (RADINT), radars used for gathering information, and acoustic intelligence (ACOUSTINT / ACINT). the tracking and identification from underwater sound. finally, there is also an electrical intelligence (ELINT). The biggest source of non-technological intelligence gathering. (Human Intelligence - HUMINT.)



4) Explain Competitive advantages in B.I

(Business Intelligence)

\* Competitive advantage:- Sustainable competitive advantage is achieved when a firm receives a return of investment that is greater than the industry norm and that persists for a period long enough to alter the nature of industrial competition or the relative strength of the organization, despite market entry and rival's attempt at replication.

\* Competitive advantages refers to factors that allow a company to produce goods or services better or more cheaply than its rivals. These factors allow the productive entity to generate more sales or superior margins compared to its market rivals. Competitive advantages are attributed to a variety of factors including cost structure, branding, the



quality of product offerings, the distribution network, intellectual property, and customer service. Competitive advantages generate greater values for a firm and its shareholders because of certain strength or conditions. The more sustainable the competitive advantage, the more difficult it is for competitors to neutralize the advantage. The two main types of competitive advantages are comparative advantages and ~~differential~~ differential advantages.

- \* Lasting competitive advantages tend to be things competitors cannot easily replicate or imitate. Warren Buffett calls sustainable competitive advantages economic moats, which business can figuratively dig around themselves to entrench competitive advantages. This can include strengthening one's brand, raising barriers to new entrants (such as through regulations), and the defense of intellectual property.



\* Competitive advantages that accrue from economies of scale typically refer to supply-side advantages, such as the purchasing power of a large restaurant or retail chain. But advantages of scale also exist on the demand side — they are commonly referred to as network effects. This happens when a service becomes more valuable to all of its users as the service adds more users. The result can often be a winner-take-all dynamic in the industry.