

What have we heard them say?
What can we imagine them saying?



Says

Four concepts of Business Intelligence. there are Data mining,process analysis,performance benchmarking, and descriptive analytics

Business Intelligence (BI) is software that ingests business data and presents it in user-friendly views such as reports, dashboards,charts and graphs.

Business Intelligence is to help inform and improve business decision-making by making data easier to interpret and act on.



BUSINESS INTELLIGENCE

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



The first use of the term "business intelligence" is widely attributed to Mr.Richard Miller Devens.

Business intelligence systems combine operational data with analytic tools to present complex and competitive information to planners and decision makers.

A Business Intelligence project is a term used to planning,assessment,developmentand implementation of business intelligence in a company



Does

What behavior have we observed?
What can we imagine them doing?

Business Intelligence represents the technical infrastructure that collects,stores,and analyzes company data.

Decision support system is another name for business intelligence.

Overall,the role of business intelligence is to improve an organisation's business operations through the use of revelant data.

Business Intelligence gives organizations the ability to ask questions in plain language and get answers they can understand.

It is used to analyze business information and transform it into actionable insights that inform strategic and tractical business decisions.

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

