



Guide to Executive Analysis



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Introduction

We live in a data rich, data driven world. Data is revolutionizing business in ways we never conceived. So much of what we do is being recorded and stored somewhere. Companies big and small, in traditional and non-traditional sectors, are using data to understand their customers better. Data is helping with better targeting and improved customer experiences.

The insights gained from analyzing data is helping companies identify new growth areas and product opportunities, streamline costs, increase operating margins, make better human resource decisions and more effective budgets. Data is also impacting our world, our lives. Health care, the environment, travel....the list is endless.



“ A Data is a Fuel
to
Modern BI.

What is Business Intelligence?

Business Intelligence (BI) is a technology - driven process for analyzing data and delivering actionable information that helps executives, managers and workers make informed business decisions.

As part of the BI process, organizations collect data from internal IT systems and external sources, prepare it for analysis, run queries against the data and create data visualizations, BI dashboards and reports to make the analytics results available to business users for operational decision-making and strategic planning.

“Business Intelligence is rather an umbrella term that covers the processes and methods of collecting, storing, and analyzing data from business operations or activities to optimize performance.”

These process include:

- Data mining
- Reporting
- Data visualization
- Visual analysis
- Data preparation
- Querying
- Performance metrics



There is a little bit of analyst in everyone.
Analytics is an integral part of most businesses.

How is Analytics Used?

3.1 Application in Industries

Today Analytics is used for strategic, operational and tactical decision making across industry verticals such as Retail, E-commerce, Banking and Finance, Sports, Telecom, Manufacturing and Retail.

1. Retail
2. E-commerce
3. Finance
4. Sports
5. Others - Healthcare, Education, Telecom etc.

3.2 Application in Business Functions

1. Marketing
2. Sales
3. Supply chain management
4. HR
5. Others – Finance, IT, Manufacturing and Strategy

Executive Analysis

4.1 What is Executive Dashboard?

An executive dashboard is a computer interface that displays the key performance indicators (KPIs) that corporate officers need to effectively run an enterprise.

In simple terms, it is a computer reporting tool that presents data about an organization's performance in a graphical or visual manner.

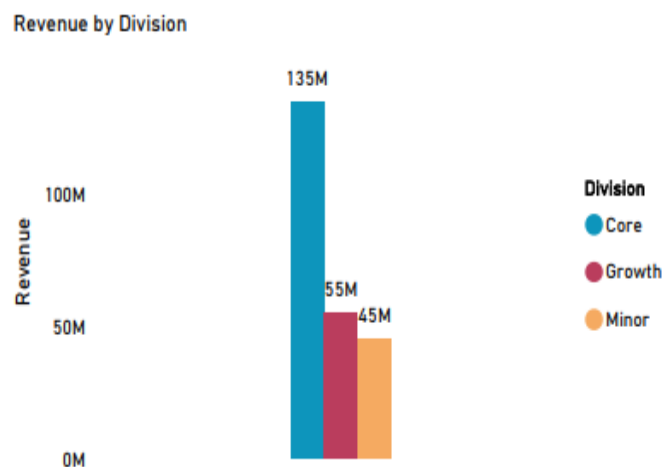
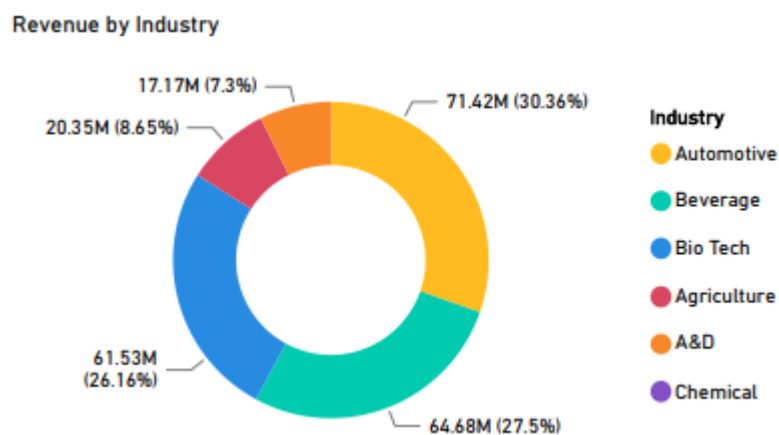
An executive dashboard, also sometimes called a strategic dashboard, is intended to give executives a holistic overview of the enterprise and how it is performing against established KPIs.

4.2 Types of executive dashboard?

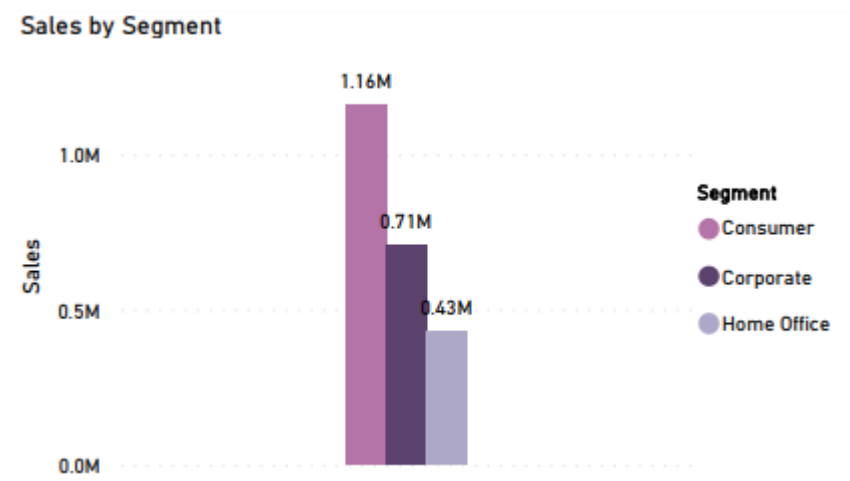
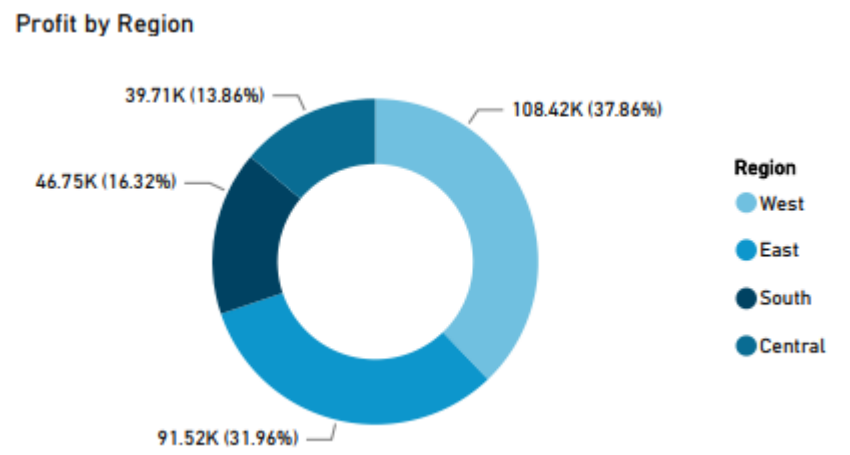
1. CIO dashboard
2. Finance dashboard
3. Human resource dashboard
4. Operations management dashboard
5. Project management dashboard
6. Sales & Marketing dashboard

4.3 Select right dashboard for your needs?

Electronic commerce, or e-commerce, involves the sales of goods and services via electronic means, E-commerce analytics helps organizations convert data to insights, leading to better decisions making for better business outcomes, resulting in maximizing revenue and profitability.



The global financial analytics market is one of the fastest growing sectors of the industry. Organizations big and small are investing in financial analytics tools and technologies to solve specific business problems, reduce costs, improve budgets and get insights into future financial scenarios.



Popular Analytics Tools



Embed Report

1. Publish to web (Public) :

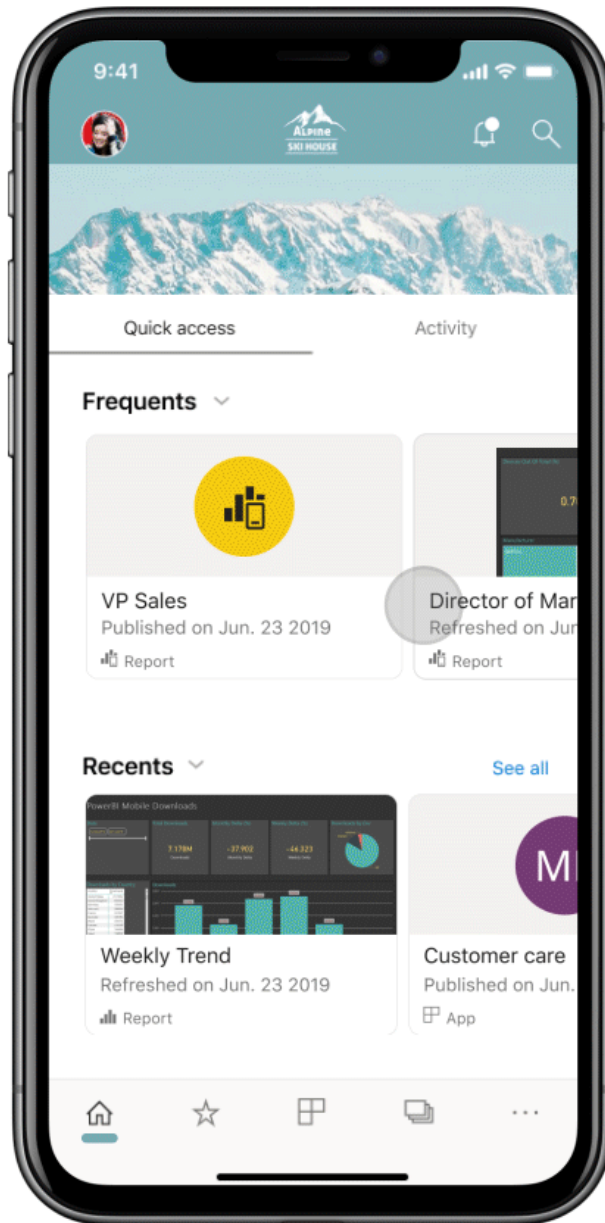
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<https://app.powerbi.com/view?r=eyJrljoiMjQ5YWYwYzYtZTA5ZS00MDE4LWI4MDYtYzA4NDA5MTg1YjEwIiwidCI6Ijc0MTk4OWE1LWFkNzgtNDFmYy1hYWZhLTE3NDQ4NDY0YmUxYSJ9&pageName=ReportSection>

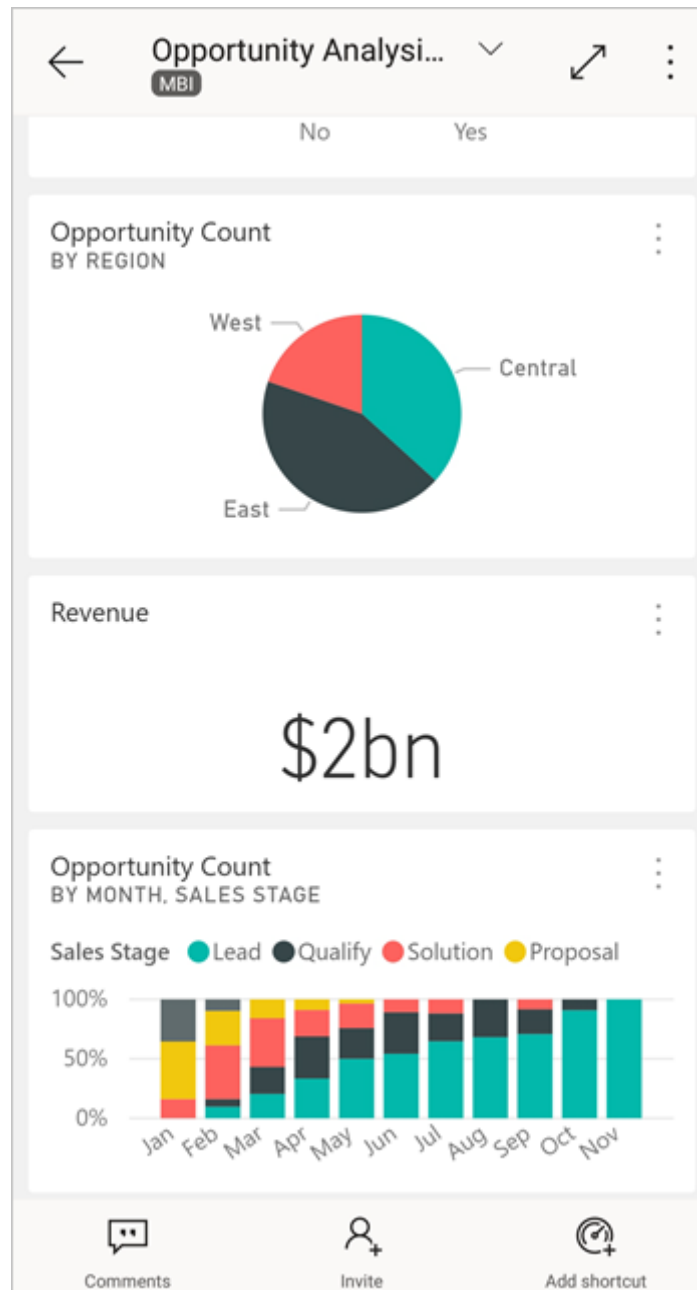
2. Html code for website :

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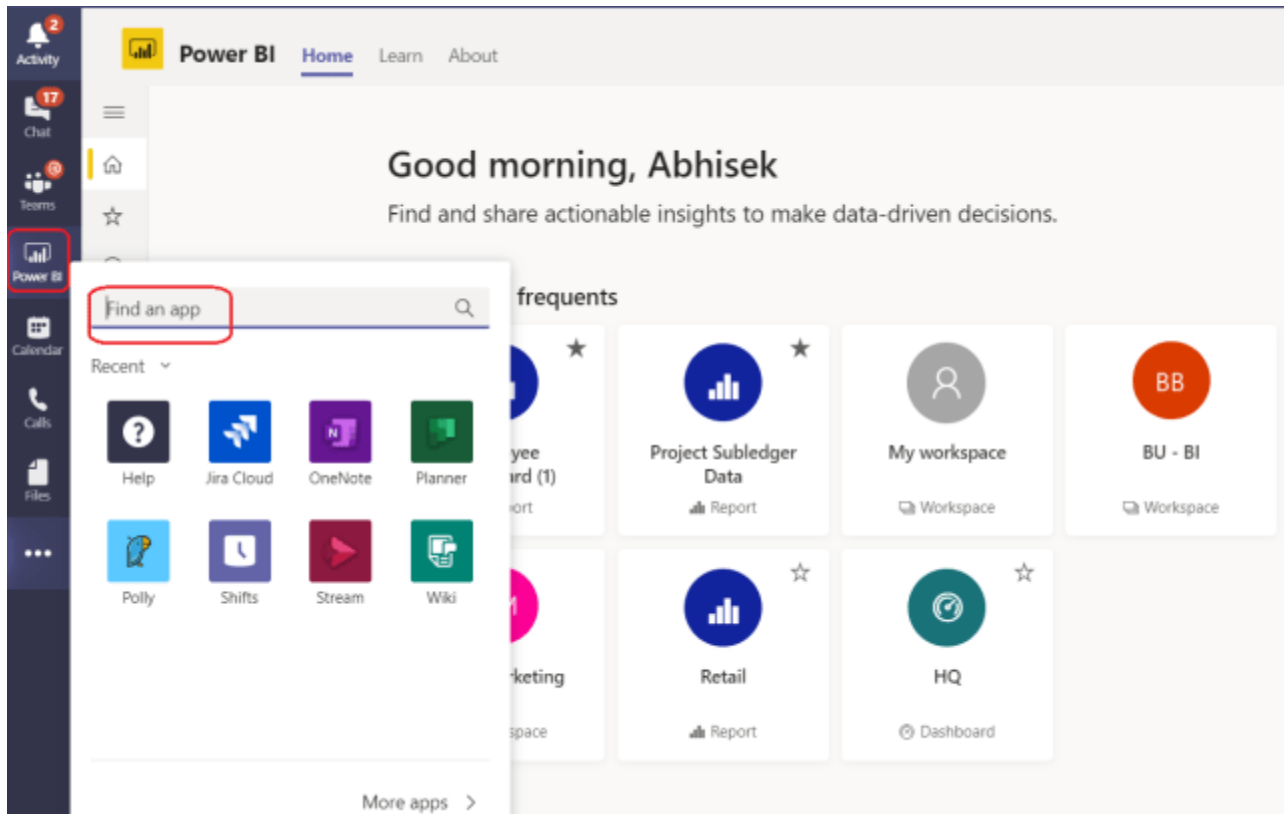
3. Power BI mobile app



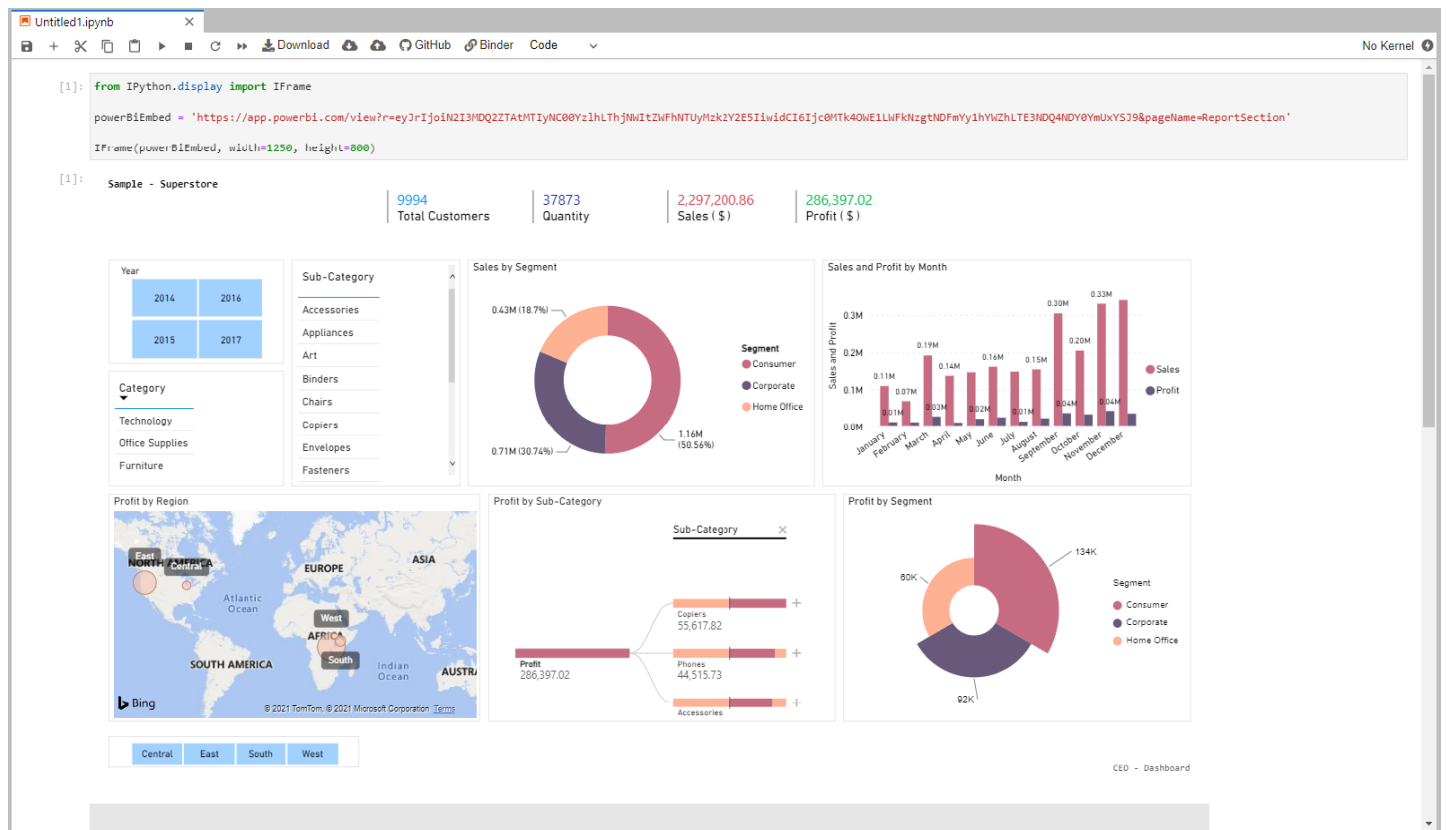
4. App in BI



5. Embed BI reports to Microsoft Teams



6. Embed BI reports to Jupyter Notebook





Vikrant Singh Rajput