Comparative Business Analytics vs Business Intelligence

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Resumen

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Abstract

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I. Introduction

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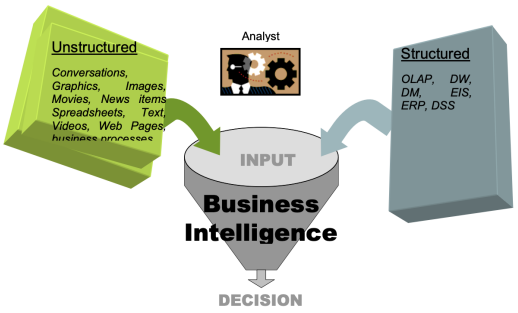
II. State of Art

i. Business Intelligence (BI)

In 1958, Hans Peter Luhn first defined Business Intelligence as the "ability to apprehend the interrelationships of facts in such a way as to guide action towards the desired objective". This author states that Business Intelligence is not only a product, but a tool that uses different technologies and in them associates and combines effective methods with certain products, to organize sets of data, whose use and interpretation is relevant to improve the profits and performance of a business, and also states that such a tool allows to build and apply mechanisms capable of accelerating certain actions and provisions on the operation of business, as well as the systematization of key information for making the right decisions[1].



Inputs to Business Intelligence Systems[2].

ii. Business Intelligence Components

Convert the organization's scattered data into information that can be useful for business intelligence, accurate decision making and the provision of the necessary tools for data analysis[1].

Main components of business intelligence such as data source:

- **Datamart**: It can be defined as a departmental data warehouse that specializes in storing data for a particular business area. It is also known as a subset of data derived from the data warehouse that is designed

to support the specific analytical requirements of a particular business unit.[1].

- **Data warehouse**: Corporate database designed to manage large volumes of data from various sources or types, characterized by its ability to integrate and clean data from one or more different sources before processing them in a way that allows analysis from infinite perspectives and at high response speed.[1].

iii. Business Intelligence Infrastructure

The development of business intelligence has focused mainly on three objectives: Acceleration of executive decision making, cost reduction and process automation are objectives that must be met, and for this to happen, databases need to meet the following criteria.[1].

- Have a single point of immediate access to all information regardless of the source.
- Covering all business processes: multi-system and multi-application analysis.
- Possess high quality information (content and evaluate data in a flexible way).
- To provide high quality support in decision making (operational and strategic management).
- Reduce time and resources in its implementation (fast implementation and easy access and avoid laborious preparation of heterogeneous data).
- Possess high quality business information: detailed data, comprehensively compiled and presented in a multimedia manner.
- Make use of Business Intelligence and lower-level data warehousing components.

III. Conclusions

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References

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[2] Solomon Negash and Paul Gray. Business intelligence. In *Handbook on decision support systems 2*. Springer, 2008.