

Business Intelligence

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Learning Outcomes

- Describe the basics of business intelligence including data gathering, data storing, data analyzing and providing access to data
- Describe the Common Functions of Business Intelligence Technologies
- Explain the different forms of report and data visualization techniques.



What is Business intelligence (BI)?

- is a **broad category** of **applications** and **technologies** for gathering, storing, analyzing, and providing access to data to help enterprise users make **better business decisions**.
- BI technologies provide **historical, current and predictive views of business operations**.



What is Business intelligence (BI)?

- BI uses technologies, processes, and applications to analyze mostly internal, structured data and business processes
- **competitive intelligence**
 - because they both support decision making
 - gathers, analyzes and disseminates information with a topical focus on company competitors.



BI Business Purposes

1. Measurement

- program that creates a hierarchy of Performance metrics (Metrics Reference Model) and Benchmarking that informs business leaders about progress towards business goals (AKA Business process management).



BI Business Purposes

2. Analytics

- program that builds quantitative processes for a business to arrive at optimal decisions and to perform Business Knowledge Discovery.
- **Frequently involves: data mining, process mining, statistical analysis, Predictive analytics, Predictive modeling, Business process modeling**



BI Business Purposes

3. Reporting/Enterprise Reporting

- program that builds infrastructure for Strategic Reporting to serve the Strategic management of a business, NOT Operational Reporting.

Frequently involves: Data visualization, Executive information system, OLAP



BI Business Purposes

4. Collaboration/Collaboration platform

- program that gets different areas (both inside and outside the business) to work together through Data sharing and Electronic Data Interchange.



BI Business Purposes

5. Knowledge Management

- program to make the company data driven through strategies and practices to identify, create, represent, distribute, and enable adoption of insights and experiences that are true business knowledge.

**Knowledge Management leads to Learning
Management and Regulatory
compliance/Compliance**

