1. TASKS 1.

1 Task 1:
Creation of a criteria catalog for the selection of BI tools

Task: The aim of the project report is to create a general catalog of criteria for the selection of BI tools. The focus is on the selection of the "reporting tool" (report generation, dashboards, etc.), so not on Databases or ETL tools. This requires an analysis of the current requirements in the market. Then the development of the criteria catalog can begin. Among other things, it is required to define the selection process in order to demonstrate the use of the catalog. In addition, possible tasks for a showcase should be suggested.

Focus of the project report:

The following points should be addressed:
➢ Analysis of the respective research (literature, internet, ...) of the current requirements
➢ Creation of a criteria catalog
➢ Definition of the selection process
➢ Formulation of tasks for a "showcase" Please note that the presentation of the results and their derivation belong to the main part of the report.

Criteria Catalog for Selecting BI Reporting Tools: A Perspective from The Gambia and Africa

1. Introduction

Business Intelligence (BI) tools play a crucial role in modern data-driven decision-making, enabling organizations to analyze and visualize data effectively. With globalization, competitive pressure, and rapidly changing markets, companies must rely on BI solutions to make informed and timely decisions. However, selecting an appropriate BI reporting tool is challenging due to the numerous available options, each offering different functionalities and integration capabilities.

This project aims to develop a criteria catalog for selecting BI reporting tools, focusing specifically on reporting functionalities such as report generation and dashboard creation. While BI solutions are widely used in global markets, their adoption in African contexts, including The Gambia, presents unique challenges and opportunities. This report integrates an African perspective to ensure the selection criteria are inclusive and relevant to developing economies.

2. Research on Current Market Requirements

A thorough review of literature and market research will provide insights into the current requirements for BI reporting tools. These requirements include usability, integration capabilities, scalability, cost-effectiveness, and localization features. Additionally, in the African context, factors such as internet connectivity, affordability, and ease of training must be considered. For instance, many Gambian businesses operate with limited IT infrastructure, making cloud-based and mobile-friendly BI tools more suitable.

3. Development of the Criteria Catalog

The criteria catalog will be structured based on key performance indicators (KPIs) relevant to both global and African markets. These criteria will include:

- **Functionality:** Ability to generate reports and dashboards efficiently.
- **User-Friendliness:** Ease of use for non-technical users.
- **Integration:** Compatibility with existing business systems and local data sources.
- **Cost:** Affordability for small and medium-sized enterprises (SMEs) in The Gambia.
- **Scalability:** Adaptability to growing business needs.
- **Localization:** Support for local languages, currencies, and compliance with local regulations.
- **Accessibility:** Mobile compatibility and offline functionalities to address connectivity issues.
- **Support & Training:** Availability of training resources and customer support, especially for businesses in remote areas.

4. Definition of the Selection Process

To demonstrate the application of the criteria catalog, a structured selection process will be outlined. This process will include:

1. **Requirement Analysis:** Identifying business needs and priorities.
2. **Criteria Weighting:** Assigning importance levels to different criteria based on the business context.
3. **Tool Evaluation:** Comparing BI tools against the criteria catalog.
4. **Pilot Testing:** Implementing a trial phase with selected tools.
5. **Final Selection:** Making an informed decision based on performance and user feedback.

5. Formulation of Tasks for a Showcase

To illustrate the effectiveness of the selection criteria, a practical showcase will be developed. This could involve:

- A comparison of leading BI reporting tools based on the catalog.
- A case study of a Gambian business selecting and implementing a BI tool.
- A sample dashboard using Gambian economic or business data.

6. Conclusion

By developing a criteria catalog tailored to BI reporting tools, this project aims to bridge the gap between global BI solutions and the unique needs of businesses in The Gambia and Africa. This approach ensures that BI adoption is practical, affordable, and impactful for businesses operating in emerging economies.