

Introduction to Business Intelligence

BI software and systems provide options suited to specific business needs. They include comprehensive platforms, data visualization, embedded software applications, location intelligence software, and self-service software built for non-tech users.

The five key stages of Business Intelligence:

- Data sourcing
- Data analysis
- Situation awareness
- Risk assessment
- Decision support

What is the business intelligence life cycle?

Business Intelligence is **the process of using technology to analyze and represent raw data into useful information**. This process is ideal for developing or creating new business opportunities taking into account the information obtained.

5 Business Intelligence Tools

1. Microsoft Power BI

One of the most popular BI tools is Power BI, offered by leading software giant Microsoft. This tool is downloadable software, so you can choose to run analytics either on the cloud or in a reporting server. Syncing with sources such as Facebook, Oracle, and more, generate reports and dashboards in minutes with this interactive tool. It comes with built-in AI capabilities, Excel integration, and data connectors, and offers end-to-end data encryption and real-time access monitoring.

Learn Power BI with Coursera: In just two hours, you can learn the basics of Power BI Desktop with this guided project. You'll load and transform data to create interactive reports and dashboards.

2. Tableau

Tableau is known for its user-friendly data visualization capabilities, but it can do more than make pretty charts. Their offering includes live visual analytics, an interface that allows users to drag and drop buttons to spot trends in data quickly. The tool supports data sources such as Microsoft Excel, Box, PDF files, Google Analytics, and more. Its versatility extends to being able to connect with most databases.

3. QlikSense

QlikSense is a BI tool that emphasizes a self-service approach, meaning that it supports a wide range of analytics use cases, from guided apps and dashboards to custom and embedded analytics. It offers a user-friendly interface optimized for touchscreens, sophisticated AI, and high-performance cloud platforms. Its associative exploration capability, Search & Conversational Analytics, allows users to ask questions and uncover insights intuitively, which helps increase data literacy for those new to using BI tools.

4. Dundas BI

Dundas BI is a browser-based BI tool that's been around for 25 years. Like Tableau, Dundas BI features a drag-and-drop function that allows users to analyze data on their own, without involving their IT team. The tool is known for its simplicity and flexibility through interactive dashboards, reports, and visual analytics. Since its inception as a data visualization tool in 1992, it has evolved into an end-to-end analytics platform that is able to compete with the new BI tools available today.

5. Sisense

Sisense is a user-friendly BI tool that focuses on being simplified and streamlined. With this tool, you can export data from sources like Google Analytics, Salesforce, and more. Its in-chip technology allows for faster data processing compared to other tools. Its main features are the ability to embed white label analytics, meaning a company can fully customize the services to its needs. Like others, it has a drag-and-drop feature. Sisense

allows you to share reports and dashboards with your team members as well as externally.