**BAB 3**

**HASIL PENELITIAN DAN PEMBAHASAN**



Gambar .1 Konsep Business Intelligence

Ilustrasi berikut ini adalah konsep *Bussiness Intelligence* yang akan dibangun

**INFORMATION**

**BUSSINESS**



How many product sold $10.000 last moth in TV ad areas?

If inventory levels drop 10%, what customers might shop elsewhere?

Can customer profile changes support a high priced product?

Add a product line

Change a product

price

Change Advertising

Timeable

Increase radio budget

Increase customer

credit limit

Change customer

salary level

Gambar 1.2 .Product Database



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Gambar .5 Data Warehouse

Gambar .3 Advertising Database



Gambar .4 Customer Demographics Database

ONLINE TRANSACTION PROCESSING ONLINE ANALYTICAL PROCESSING