

Business Intelligence (BI)

It enables organization to gain insights into its performance by analyzing its business processes and information systems. Normally in BI the internal data is used which can be in the form of sales report, user feedback, surveys, website traffic analysis.

BI provides periodic business reports to gain business insights derive business growth and performance & fix business issues.

Data Analytics

It collects the data and use data over a large period of time to build future predictions. Here the data is collected from various sources which can be both internal & external. The prediction models are built to forecast the things of interest.

Comparison Factors	Business Intelligence	Data Analytics
Type of Analysis	Illustrative	Predictive
Time Required	Short	Long
Data formats used	Structured Data	Unstructured Data
Tools used	Database and queries	Analytics tools and techniques
Nature of questions asked	When, What, Where	How, Why, What if
Complexity	Low	High
Skills Required	Low	High
Sources of Data	Mostly Internal	Mostly External