**Research about Bi**

**How useful it is?**

The requirements involve capturing unrecorded information, checking for errors, and structuring it for broad analysis.

Software firms offer business intelligence solutions to optimize data collection and analysis in companies with unstructured or diverse data formats. These enterprise-level applications unify a company's data and analytics.

Despite software solutions evolving, data scientists still need to balance speed and reporting depth. Big data insights can help companies capture insights from various sources, reducing the need to capture and reformat everything for analysis.

This can save time and increase reporting speed by filtering out data points that represent the health of a process or business area.

**What's the benefits of the BI?**

Companies adopt Business Intelligence (BI) for various functions like hiring, compliance, production, and marketing. BI is a core business value, providing better information for various areas.

Benefits include faster, more accurate reporting, improved data quality, employee satisfaction, reduced costs, increased revenues, and better decision-making.

BI is essential for businesses to support diverse functions and achieve better business outcomes.

When managing production schedules for beverage factories, if sales show strong growth, real-time shifts can be approved to meet demand.

Similarly, production can be idled down if cooler weather affects sales.

This is an example of how Business Intelligence (BI) can increase profits and reduce costs when used properly.

**Reference:**

Frankenfield, J. (no date) *What is Business Intelligence (BI)? types, benefits, and examples*, *Investopedia*. Available at: https://www.investopedia.com/terms/b/business-intelligence-bi.asp (Accessed: 02 August 2024).