

WHAT IS BUSINESS INTELLIGENCE

Emin Talha Aydin
Hümeysra İpek
Sanan Mammadov
Hamzah Alhalabi



BUSINESS INTELLIGENCE

- The combination of data mining, reporting, descriptive analysis, statistical analysis, data visualization, and producing comprehensive result.
- These tools enable organizations to gather data from multiple sources, integrate and analyze it, and present it in a way that is easy to understand and use.
- BI includes analyzing customer behavior and preferences, monitoring and optimizing supply chain operations, tracking and measuring sales and marketing performance, and identifying trends and patterns in financial data.
- Advantages:
 - Informed and data-driven decisions
 - Operational efficiency
 - A better understanding of customers

WHY DO WE NEED COMPUTERIZED SUPPORT OF MANAGERIAL DECISION-MAKING?



Data Management

Managers are faced with large amounts of data that they must analyze to make informed decisions. Computerized support can help them collect, organize, and analyze data quickly and accurately.



Improved accuracy

Computerized systems can help reduce errors and biases that can occur in manual decision-making processes. They can also provide real-time data analysis and reporting, which can improve decision-making accuracy.



Increased Collaboration

Computerized decision support systems can facilitate collaboration among managers and team members.

This can lead to better decision-making outcomes by leveraging the expertise of different individuals.



Cost-Effective

Implementing computerized decision support systems can be cost-effective in the long run. These systems can help organizations reduce costs by improving efficiency, minimizing errors, and optimizing processes.



Faster Decision-Making

With computerized support, managers can make decisions more quickly and efficiently. This can help organizations respond to changes in the market faster and stay ahead of their competitors.





Thank You