**What is Business Intelligence?**

Business Intelligence (BI) refers to the **decision-oriented collection, preparation, and presentation of business-relevant information**.

It is an analytical process

that transforms fragmented company and competition data into actionable knowledge about **capabilities, market positions, actions, and objectives**.

BI has evolved from earlier **Management Information Systems (MIS), Executive Information Systems (EIS), and Decision Support Systems (DSS)**. It involves **data and information processing** to support management in decision-making, early warnings, and performance monitoring.

BI integrates **quantitative and qualitative data** from internal and external sources and employs **data warehousing, OLAP (Online Analytical Processing), and data mining** techniques to derive insights.

The **Business Intelligence (BI) process** is a structured approach for transforming raw data into actionable insights for decision-making

**Stages of the Business Intelligence Process**

1. **Operational Systems (Data Sources)**
   * Collects data from **transaction processing systems**, databases, and external sources.
   * Examples: ERP systems, CRM systems, web analytics.
2. **ETL (Extract, Transform, Load)**
   * **Extract**: Retrieves data from multiple sources.
   * **Transform**: Cleans, formats, and integrates data.
   * **Load**: Stores data in a **data warehouse** for analysis.
3. **Data Warehouse**
   * Centralized storage of processed data.
   * Ensures data consistency and enables **historical analysis**.
4. **OLAP (Online Analytical Processing)**
   * Enables **multi-dimensional queries** and **information modeling**.
   * Supports operations like **Drill-Down, Roll-Up, Slice, and Dice**.
5. **Data Analysis**
   * **Presentation & Reporting**: Generates dashboards, reports, and visualizations.
   * **Application of insights**: Supports **decision-making** and business strategies.