**Business Intelligence Reporting**

**1. Definition of Reporting**

* Reporting in **Business Intelligence (BI)** involves **collecting, analyzing, and presenting business-relevant information** for decision-making.
* Reports help businesses track **sales, performance, trends, and financial status**.
* It provides insights into **market development, customer preferences, and operational efficiency**.

**2. Key Aspects of BI Reporting**

📌 **Types of Reports:**

* **Operational Reports**: Used for daily monitoring of business activities.
* **Strategic Reports**: Help in long-term planning and decision-making.
* **Ad-Hoc Reports**: Custom reports generated based on specific business needs.
* **Dashboards**: Visual representation of KPIs (Key Performance Indicators).

**3. Balanced Scorecard (BSC) & Reporting (Pg. 10-41)**

A **Balanced Scorecard** is a reporting framework that evaluates a company from **four perspectives**:

* **Financial Perspective** – Focuses on financial success and shareholder value.
* **Customer Perspective** – Analyzes customer satisfaction and retention.
* **Internal Processes** – Measures efficiency and operational performance.
* **Learning & Growth** – Assesses employee training and organizational innovation.