Module 01 - Business Analytics vs Business Intelligence

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Introduction to Business Intelligence

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**Introduction**

In today’s marketplace being good at what you do is not the only thing that is needed for your company to thrive and grow into a sucessful business. You need to have intelligence on what you are selling and who you are selling to. You are seeing companies today buy millions of dollars of consumer information from anyone willing to sell the information. Why? For the intelligence of what your favorite shampoo or your favorite brand of shirt. That intelligence is key for a company to make sucessful and effective decisions on what to do next in their markets. Nowadays you are being asked to be paid to take a survey because businesses are so hungry for you to fill out a survey that they know that the amount of money they gave you, does match what you gave them. This was something more meaningful and powerful, information (Mander, 2020).

**Business Introduction**

So moving into the company that I have selected for this paper, and that company is Udmey. This online product allows you to sign up, login and take technical courses on certain specific skill sets. This website is not as extensive as a college and does not hand out degrees, but they would differently get you started on the right path if you were looking to head to school for a technical position.

**Relationship to Adventure Works**

How the company is similar to adventure works, is how Udmey is similar to anyone who sells a product, it does that very thing sells a product. Whether your adventure works and you are selling parts or Dairy Queen selling ice cream or Udemy selling your online classes. What you sell is your product, the only real difference is the product name, but at the end of the day, Adventure Works has product information. Udemy has product information they both have customer information and customer address locations documented. I can safely say that these two companies though sell different products, have the same goals in mind selling their product. Udemy is trying to address a couple of goals, goal number one is to reduce the cost of sales through lower production costs. How Udemy makes money is to have the customer sign up using their platform and interact with the learning material that they have available.

**Business Intelligence Solution**

What they are trying to do is drive down the cost of getting one lesson up on their portal. After careful deliberation, we decided to implement Microsoft Power BI as our intelligence solution. Microsoft Power BI has been one of the leading software around business intelligence and will seamlessly integrate with our current LAMP server and database(s). The tool allows users to slice and dice the data in different ways to they can look at their company’s activities from all angles. Power Bi has the power to show Udemy trend analysis on how their platform is being used and the gaps that they need to address. With the ability to create personalized dashboards within Power Bi you will be able to create on the fly pages that will allow you to see the data that is important to you. Lastly, Power Bi has a great foothold within the cloud and will work seamlessly with Udemy solution today as they are in the cloud with their current solution (Nuana, 2018).

**Business Goals**

Since switching to Power BI Udemy has been able to gain access to all of their data in ways they never thought. With business leaders no longer needing IT to help step in and gather the data. They can quickly run reports and make decisions on business initiatives with the data they are presented. Whether those initiatives are reducing waste from their expenses or figure out if there is a corporate agreement they can enter to gain access to more customers(Lewis, 2019). These initiatives can be driven by the data they are given within the Power Bi tool collected by their website.

With the feedback, we can say the desired outcome was met from Udemy, with the ability to quickly see how much each lesson is making within Power BI vs the average cost of creating a lesson plan they now have a good insight on how much money they need to generate per lesson. This within Power Bi will show them the trends of each lesson, and also show what gene of lessons are not selling as well as other. From there they can make more choices around those lessons, bolster them or cut them. The ultimate goal of business intelligence is to give full visibility to the business leaders on what is happening in and outside of their company. More often than not companies have goals when first looking at this data but when presented the data in ways they are not used to seeing summons up more questions or inquiry that they might not have thought of.

**Conclusion**

To wrap up, Udemy is now able to make insightful choices on their 2020 goals because of the data they are not presented with, Power BI is a very powerful tool and will allow Udemy to continue to stay on top of market changes and be able to react quickly to positive or negative trends. Which in this day in age, grants you a superior edge in business.

References

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