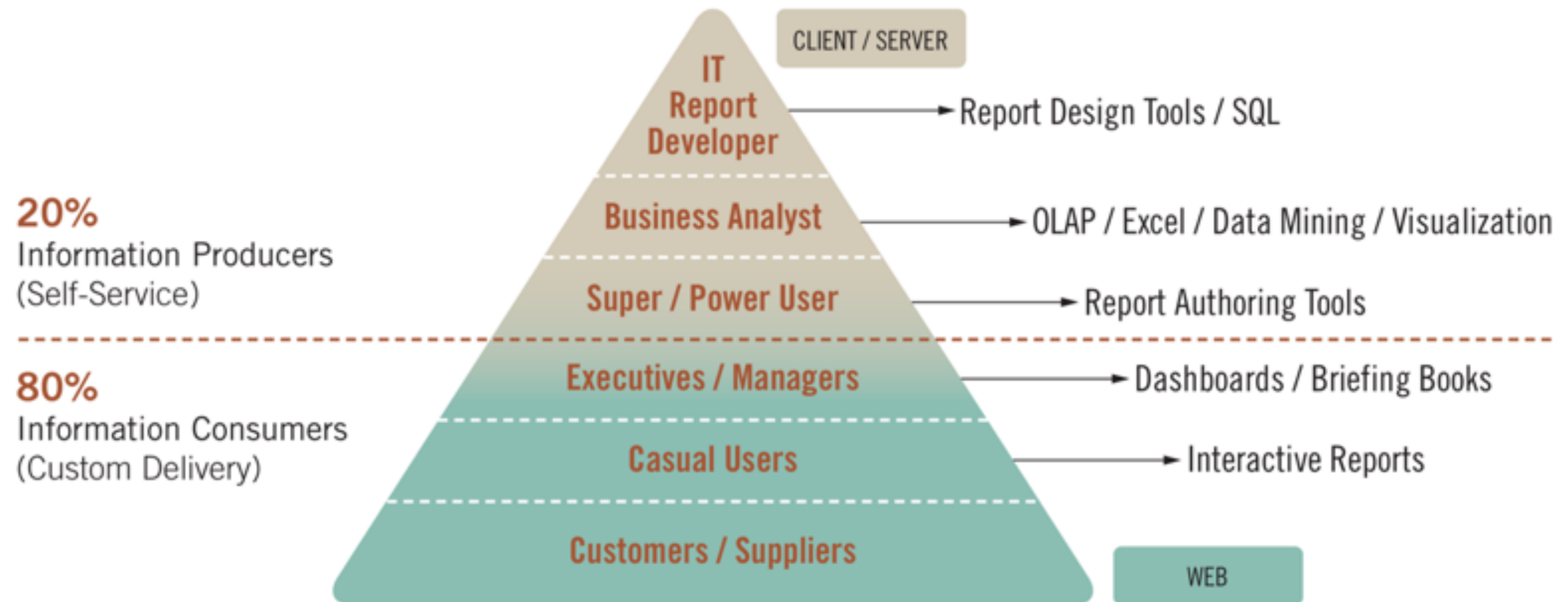


# ENTERPRISE USER SEGMENTS HAVE DIFFERENT REQUIREMENTS



**Figure 1.** This diagram is one way to map user segments to BI tools.

# CYCLE OF A BI ANALYSIS

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Cycles of analysis lead to better insights and decisions.

These influence future planning and future analysis.

