SUMMARY: WHAT IS BI?

Data Gathering → Data Storage → Data Analytics → Front-End App
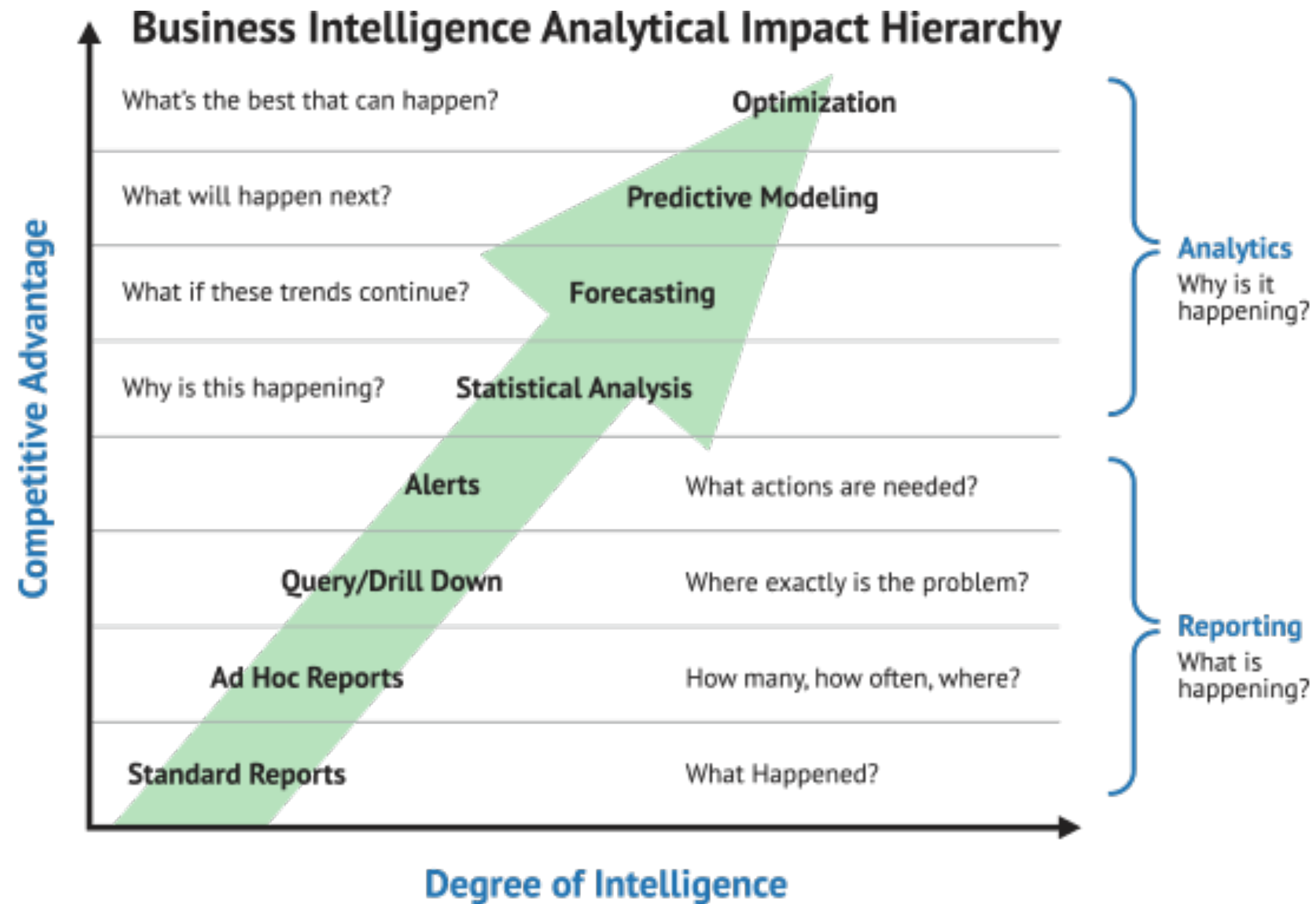
BI systems (architectures) usually combine

    (1) **data gathering**,
    (2) **data storage**,
    (3) **data analytics** and
    (4) **front-end applications**

to present information to planners and decision makers.

Business Intelligence Analytical Impact Hierarchy (Davenport & Harris, 2007)