**Introduction to Business Intelligence**

Technology has made it possible to collect vast amounts of data and has give more people the power and responsibility to analyse data and make decisions based on quantitative analysis. Potential outcomes of such decisions are based on internal variables (controllable) and external variables (uncontrollable).

**Some questions that BI can help you answer**

* What is it that you want to achieve with your analysis?
* Do you want to know which product will perform well at a certain time of year?
* Do you want to better understand your prospective employees, to find out what makes them the best fit for your team?
* What is it that you can gain from merging with another firm?
* Can you forecast your firm’s growth to plan for expansion?

**Business Intelligence**

<https://youtu.be/15_WBP3-F38>