**Business intelligence frameworks**

Business intelligence products turn data into insights and actions that organisations can use to increase their understanding of the forces shaping markets and businesses to help them stay one step ahead of their competitors.

According to a [survey](https://bi-survey.com/benefits-business-intelligence) of 2600 business intelligence users by BI-Survey.com the following are the top seven benefits:

1. Faster reporting, analysis or planning
2. More accurate reporting ,analysis or planning
3. Better business decisions
4. Improved data quality
5. Improved employee satisfaction
6. Improved operational efficiency
7. Improved customer satisfaction

[Infographic: Why Business Intelligence is Key to Competitive Advantage](https://channels.theinnovationenterprise.com/articles/why-business-intelligence-is-key-to-competitive-advantage)

**Evolution of data technology over time**

A diagram of data analysis

Description automatically generated

**Business intelligence frameworks**

<https://youtu.be/VE7VcpV0zgM>

<https://youtu.be/8ZtfhqT49Qw>

Sherman, R. (2015). Business intelligence guidebook : from data integration to analytics. Elsevier. Chapter 4

**Further reading / extension activity**

<https://youtu.be/V5gcWZ-4Q9Y>