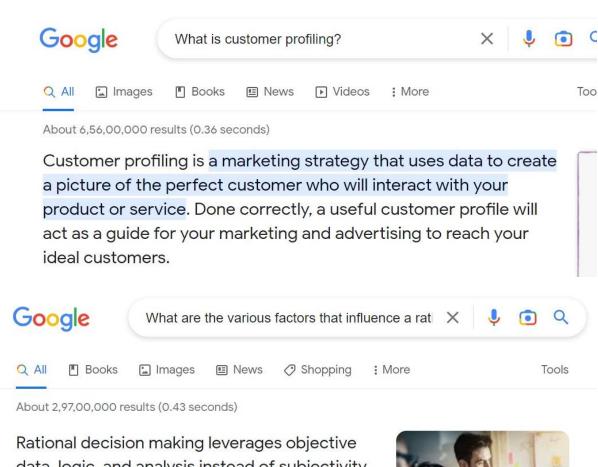
1mark:

- 1) What is customer profiling?
- 2) What are the various factors that influence a rational choice while making decision in problem solving?
- 3) What are the Business objectives and capabilities in the Discovery phase for BI program?
- 4) What are the enabling factor in business intelligence project?
- 5) What are the steps of Business Intelligence Architecture
- 6) List out the benefits of Business Process Model
- 7) What are Data Profiling Activities



data, logic, and analysis instead of subjectivity and intuition to help solve a problem or achieve a goal. It's a step-by-step model that helps you identify a problem, pick a solution between multiple alternatives, and find an answer.

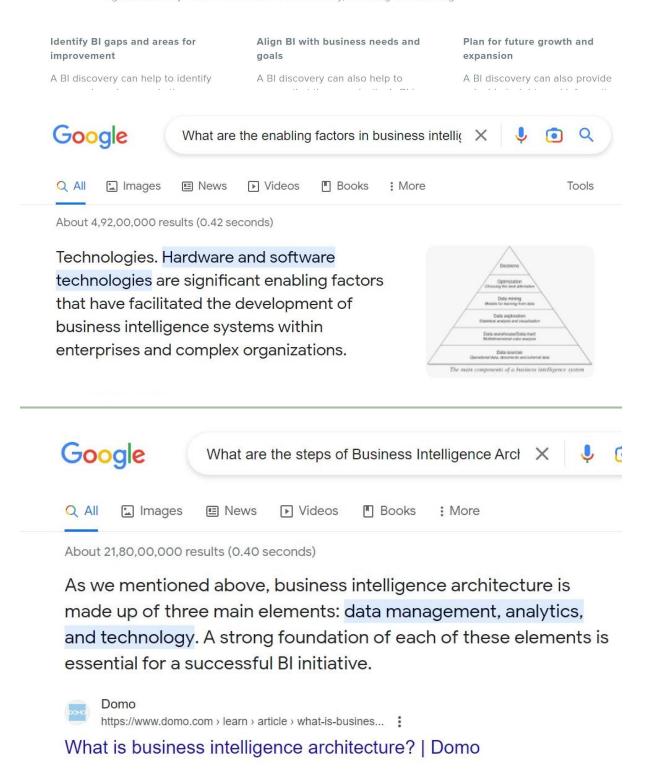


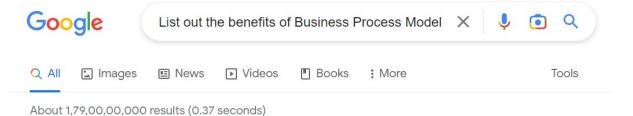
18-Jul-2018



What is a BI Discovery?

A business intelligence (BI) discovery is a process that involves conducting a detailed analysis and assessment of an organisation's existing BI capabilities and infrastructure, in order to understand their strengths, weaknesses, and potential areas for improvement. There are several reasons why an organisation may choose to conduct a BI discovery, including the following:





The key advantages of business process modeling include:

- · Quality of the Conversation. ...
- · Mutual Understanding. ...
- · Documentation. ...
- · Transparency. ...
- Alignment of Business Processes with Business and I.T. ...
- · Business Process Improvement and Agility. ...
- · Standardization of Best Practices. ...
- · Business System Requirements.

08-Jan-2019



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Data profiling is the process of examining, analyzing, and creating useful summaries of data. The process yields a high-level overview which aids in the discovery of data quality issues, risks, and overall trends. Data profiling produces critical insights into data that companies can then leverage to their advantage.



What is Data Profiling? - Talend