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

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Customer profiling is a marketing strategy that uses data to create a picture of the perfect customer who will interact with your product or service. Done correctly, a useful customer profile will act as a guide for your marketing and advertising to reach your ideal customers.

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Rational decision making leverages objective 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

— HubSpot

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:

Identify BI gaps and areas for improvement

A BI discovery can help to identify

Align BI with business needs and goals

A BI discovery can also help to

Plan for future growth and expansion

A BI discovery can also provide

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Technologies. Hardware and software technologies are significant enabling factors that have facilitated the development of business intelligence systems within enterprises and complex organizations.

The main components of a business intelligence system

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As we mentioned above, business intelligence architecture is made up of three main elements: data management, analytics, and technology. A strong foundation of each of these elements is essential for a successful BI initiative.

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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.

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