

Business Intelligence Theory Assignment 1

1) Definition of Business Intelligence:

→ BI is the process of collecting, analyzing and presenting large sets of data to support informed decision-making in business. BI uses various tools and technologies, including data mining, predictive analytics and reporting to transform raw data into actionable insights.

2) Explain Architecture of BI:

→ consists of data source layers, data source layers, data warehouse layers includes various types of data sources such as databases, spreadsheets & cloud based application. The data warehouse layers is where the data is transformed, cleaned, and stored in a structured format. The presentation layers is where users interact with the data through reports & visualization.

3) Ethics in BI:

→ Ethics in BI refers to the moral principles & values that govern the collection storage

analysis & use of data. It includes ensuring data privacy, protecting sensitive information & avoiding bias and discrimination in data analytics. Ethical considerations are important in BI as the insights generated from data can have significant impacts on organization & society.

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