BUSINESS INTELLIGENCE

- "The answer to my problem is hidden in my **DATA** but I cannot dig it up!"
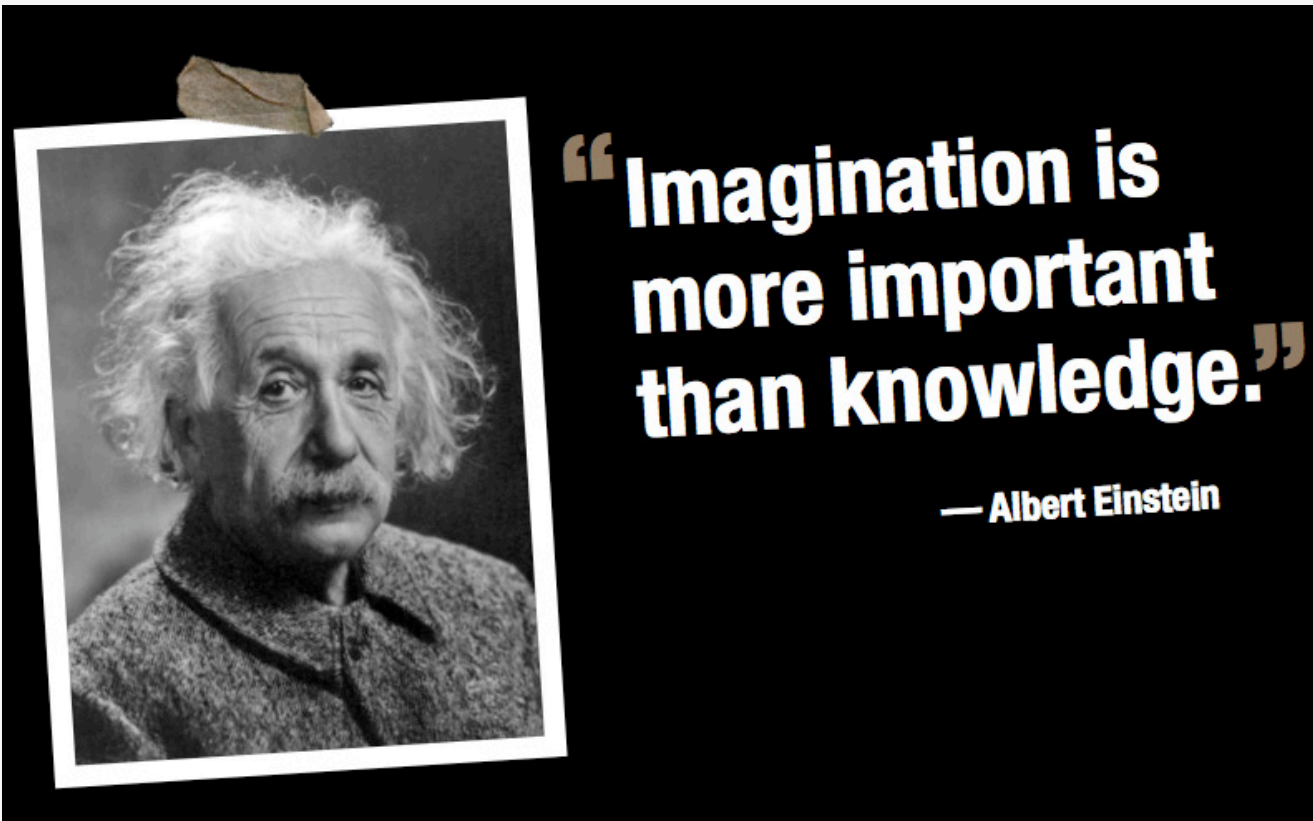
BUSINESS INTELLIGENCE

- **Because you don't have enough KNOWLEDGE!**

BUSINESS INTELLIGENCE

"Imagination is more important than knowledge."

— Albert Einstein
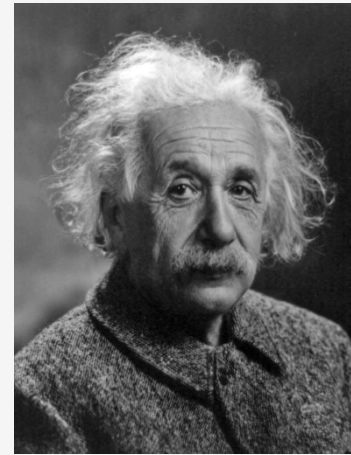
BUSINESS INTELLIGENCE

- **What do you prefer to look like?**

Goofy?   **Superman?**   **Einstein?**

Let's try to be a SUPERMAN in Business environment!

BUSINESS INTELLIGENCE

Q: How to make a good business?

A: Making right **decisions** at the right time.

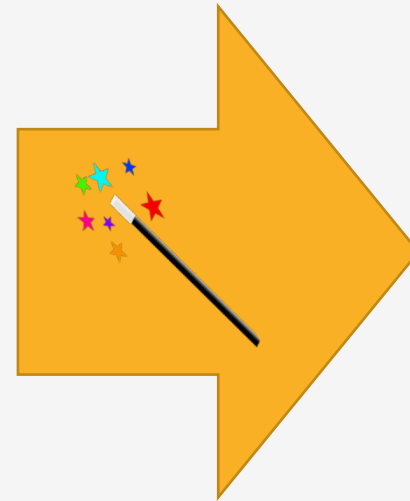Q: How to make right decision?

A: Using **knowledge**.

- For this reason, many businesses view **knowledge** as their final objective.

BUSINESS INTELLIGENCE

- For being a Superman in business environment, we just need to turn **DATA** into **KNOWLEDGE** on a continuous base.
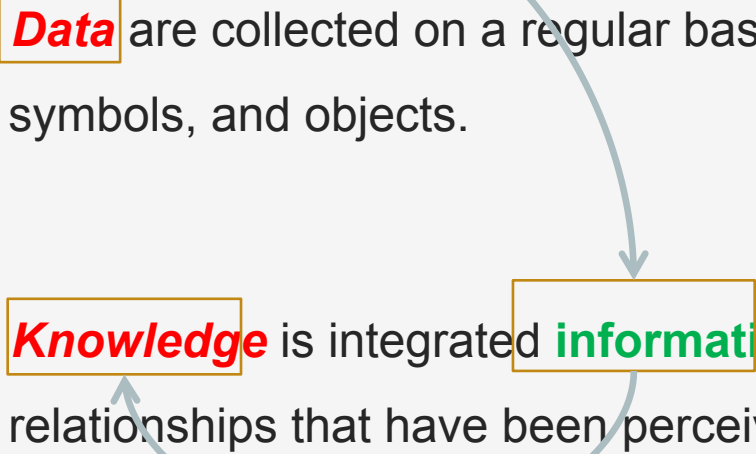
How?

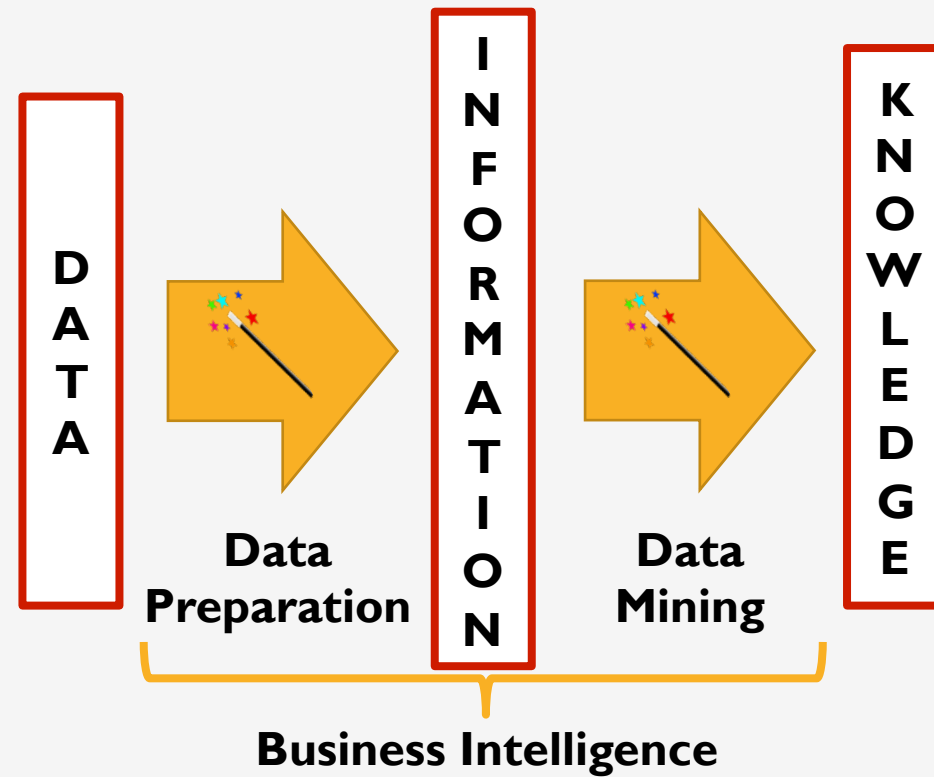**D A T A**

Business Intelligence

K N O W L E D G E

BUSINESS INTELLIGENCE

- *Data* are collected on a regular basis in the form of bits, numbers, symbols, and objects.

- *Knowledge* is integrated **information** , which incudes facts and relationships that have been perceived, discovered or learned.

BUSINESS INTELLIGENCE

- ***Data*** are collected on a regular basis in the form of bits, numbers, symbols, and objects.

- **Information** is organized *data* , which pre-processed, cleaned, arranged into structures and stripped of redundancy.

- ***Knowledge*** is integrated *information* , which incudes facts and relationships that have been perceived, discovered or learned.

BUSINESS INTELLIGENCE

DATA → Data Preparation → **INFORMATION** → Data Mining → **KNOWLEDGE**

Business Intelligence

BUSINESS INTELLIGENCE

- For each of the cases below, describe what are the data, information and knowledge involved

  - Bank loan

  - Energy savings

  - Currency exchange

  - Postal local deliveries

  - Flight path
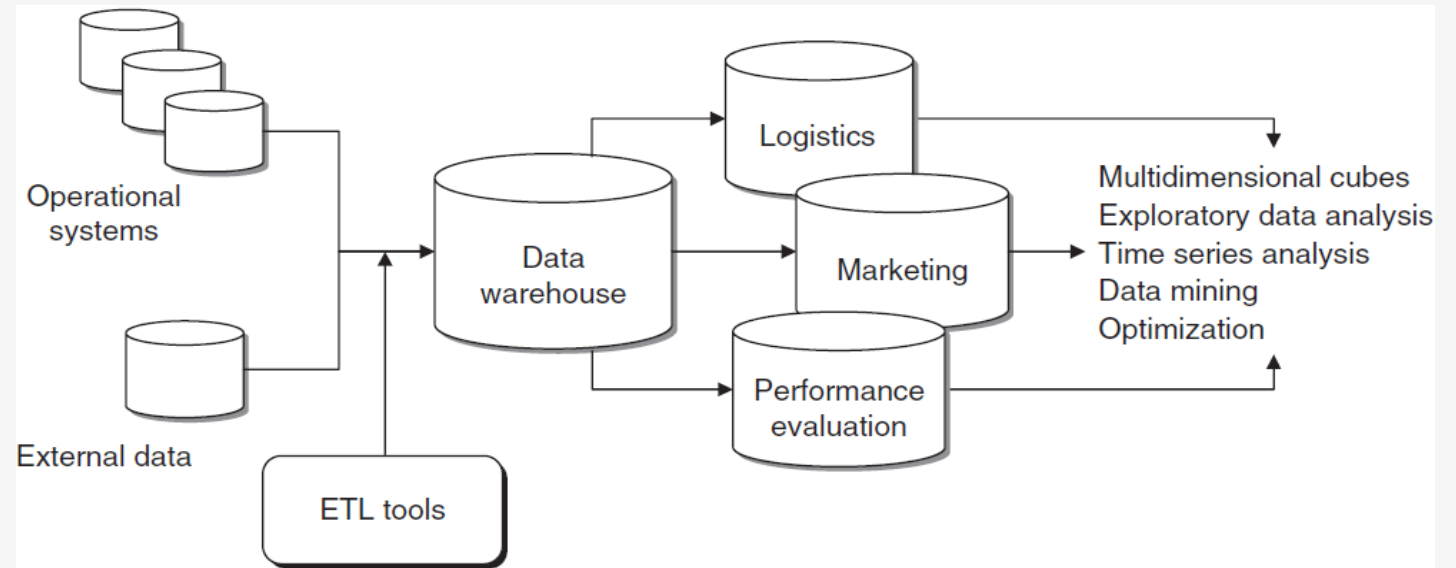
BUSINESS INTELLIGENCE - VDO

- History of BI

  https://www.youtube.com/watch?v=_1y5jBESLPE

BUSINESS INTELLIGENCE

- **Typical BI architecture**
  - Data source
  - Data Warehouse and Data Mart
  - Business Intelligence Tools

BUSINESS INTELLIGENCE

- Is knowledge enough to make **a right decision**?

- Today, most business managers realize that a gap exists between having the right knowledge and making the right decisio

- Traditional **BI cannot go f**urther!

BUSINESS INTELLIGENCE

- We need to be **more intelligent**! **How?**
- We need to **predict future**! **How?**
- We need to use our imagination, **as he said!**