

# BUSINESS INTELLIGENCE

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# What is Business Intelligence?

- Business Intelligence is the processes, technologies, and tools that help us change data into information, information into knowledge and knowledge into plans that guide organization
- Technologies for gathering, storing, analyzing and providing access to data to help enterprise users make better business Decisions

# Why BI?



- What happened?
- What is happening?
- Why did it happen?
- What will happen?
- What do I want to happen?



Past

Present

Future

# The characteristics of a Business intelligence solution

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- Single point of access to information
- Timely answers to Business questions
- Using BI in all Departments of an organization

# Key Stages of BI

Data Sourcing  
Data Analysis  
Situation Awareness  
Risk Analysis  
Decision Support



# BI applications and technologies can help companies analyze:

changing trends in market  
share

changes in customer behavior  
and spending patterns

customers' preferences

company capabilities

market conditions



# Significance of BI...

- Companies need to have accurate, up-to-date information on customer preferences ,  
So that company can quickly adapt to their changing demands
- BI applications can also help managers to be better informed about actions that a company's competitors are taking
- It help analysts and managers to determine which adjustments are mostly likely to respond to changing trends
- IT can help companies develop a more consistent, data-based decision, which can produce better results than making business decisions by "guesswork"

# MODULES

- Dashboards
- Key Performance Indicators
- Graphical OLAP
- Forecasting
- Graphical Reporting



# MODULE DESCRIPTION

- Dashboards
  - BI dashboards can provide a customized snapshot of daily operations, and assist the user in identifying problems and the source of those problems, as well as providing valuable, up-to-date information about financial results, sales and other critical information – all in one place

## ■ Key Performance Indicators

- BI provides simplified KPI management and tracking with powerful features, formulae and expressions, and flexible frequency, and threshold levels. This module enables clear, concise definition and tracking of performance indicators for a period, and measures performance as compared to a previous period. Intuitive, color highlighters ensure that users can see these indicators in a clear manner and accurately present information to management and team members. Users can further analyse performance with easy-to-use features like drill down, drill through, slice and dice and graphical data mining

## ■ Graphical OLAP

- Graphical Business Intelligence (BI) OLAP technology makes it easy for your users to find, filter and analyse data, going beyond numbers, and allowing users to visualize the information with eye-catching, stunning displays, and valuable indicators and gauges, charts, and a variety of graph types from which to choose

## ■ **Forecasting and Predictive Analysis**

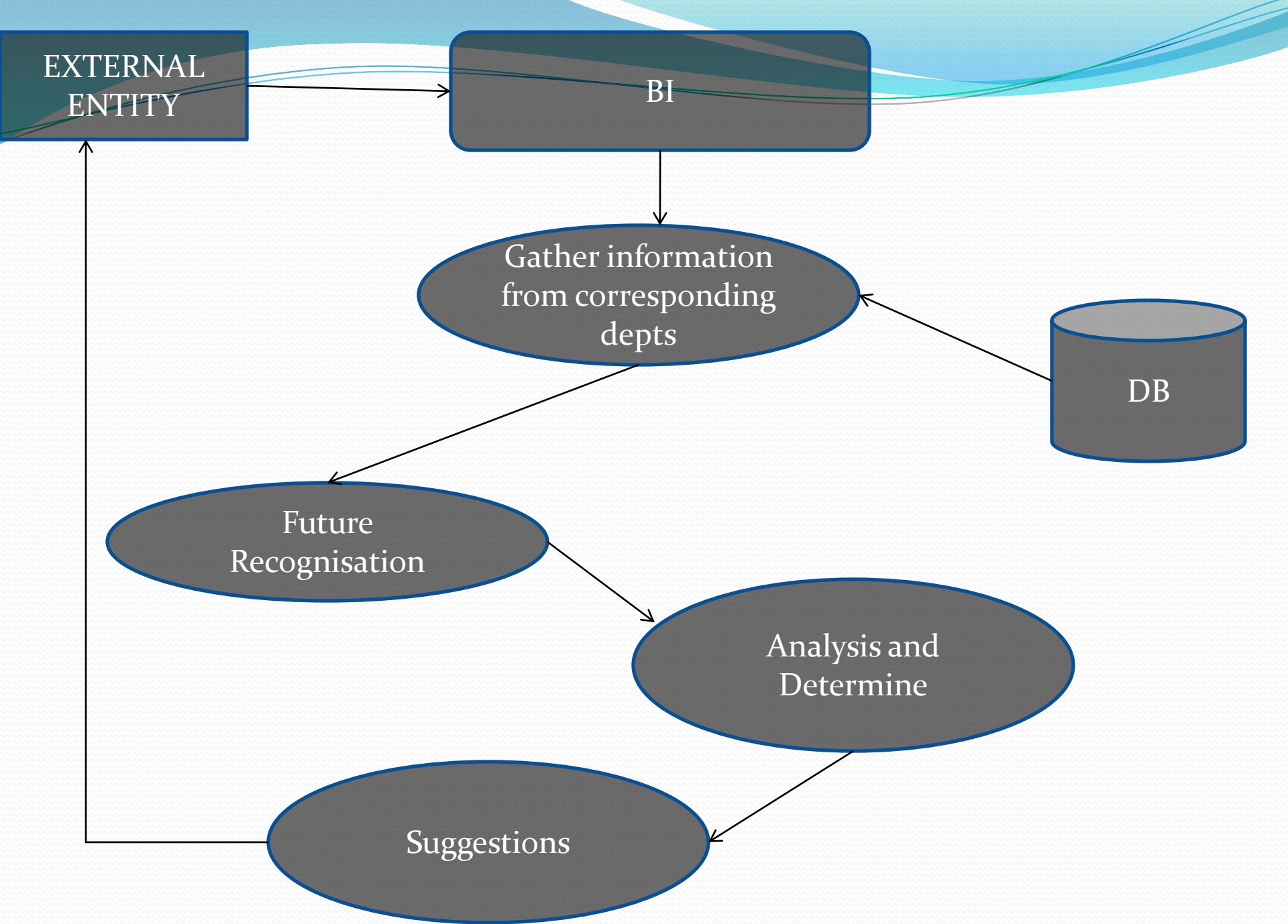
- Our predictive analysis uses historical product, sales, pricing, financial, budget and other data, and forecasts the measures with numerous time series options, e.g., year, quarter, month, week, day, hour or even second to improve your planning process

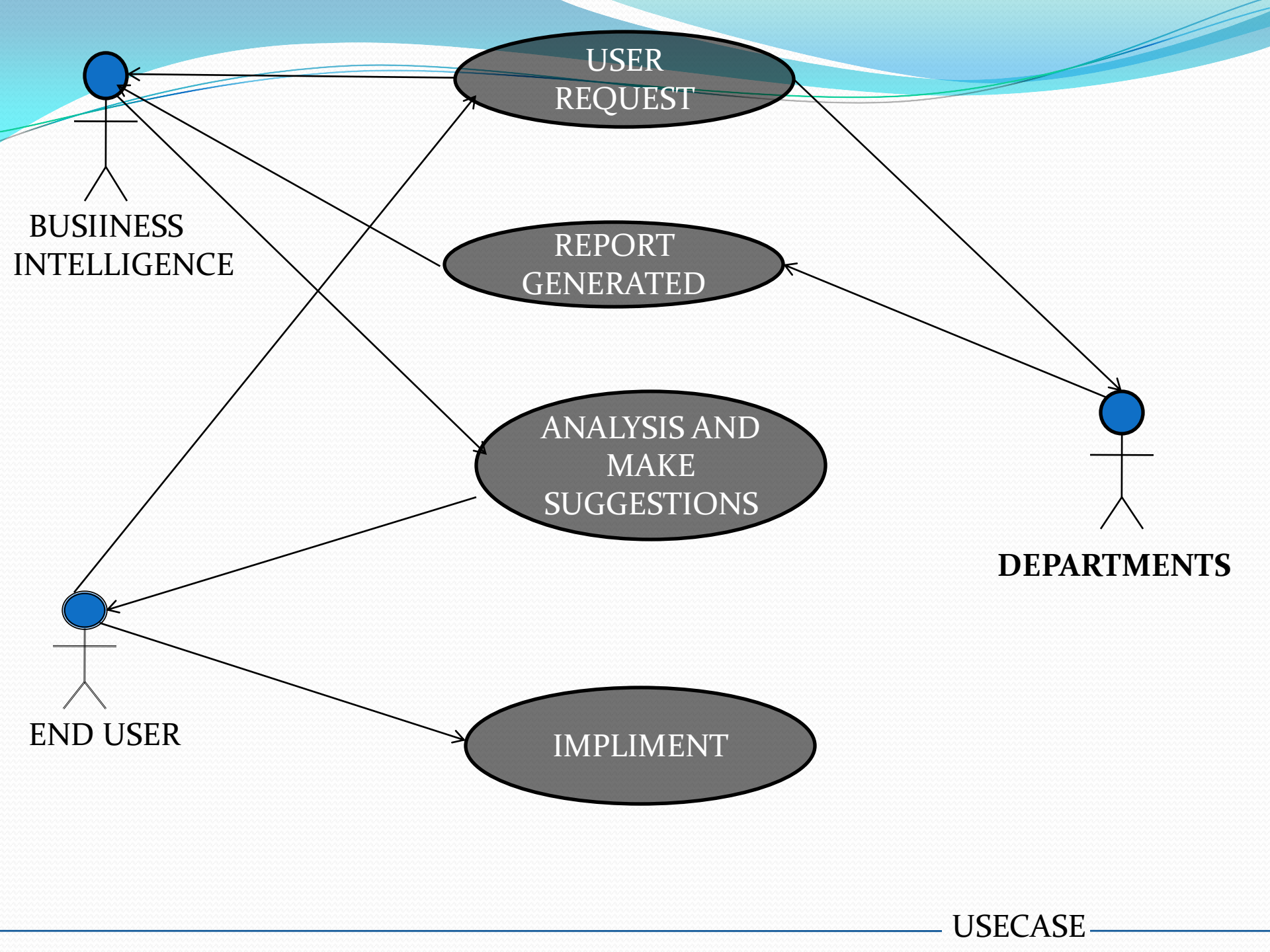
## ■ Reports

- BI Reports delivers web-based BI reports to anyone (or everyone) in the organization within minutes! The BI suite is simple to use, practical to implement and affordable for every organization. With our BI reporting and performance reporting module, you just point-and-click and drag-and-drop and you can instantly create a report to summarize your performance metrics, or operational data

# CLASS DIAGRAMS

1. DFD
2. USECASE
3. SEQUENCE









BI

DATABASE

ANALYSIS

Request for suggestions

Send query

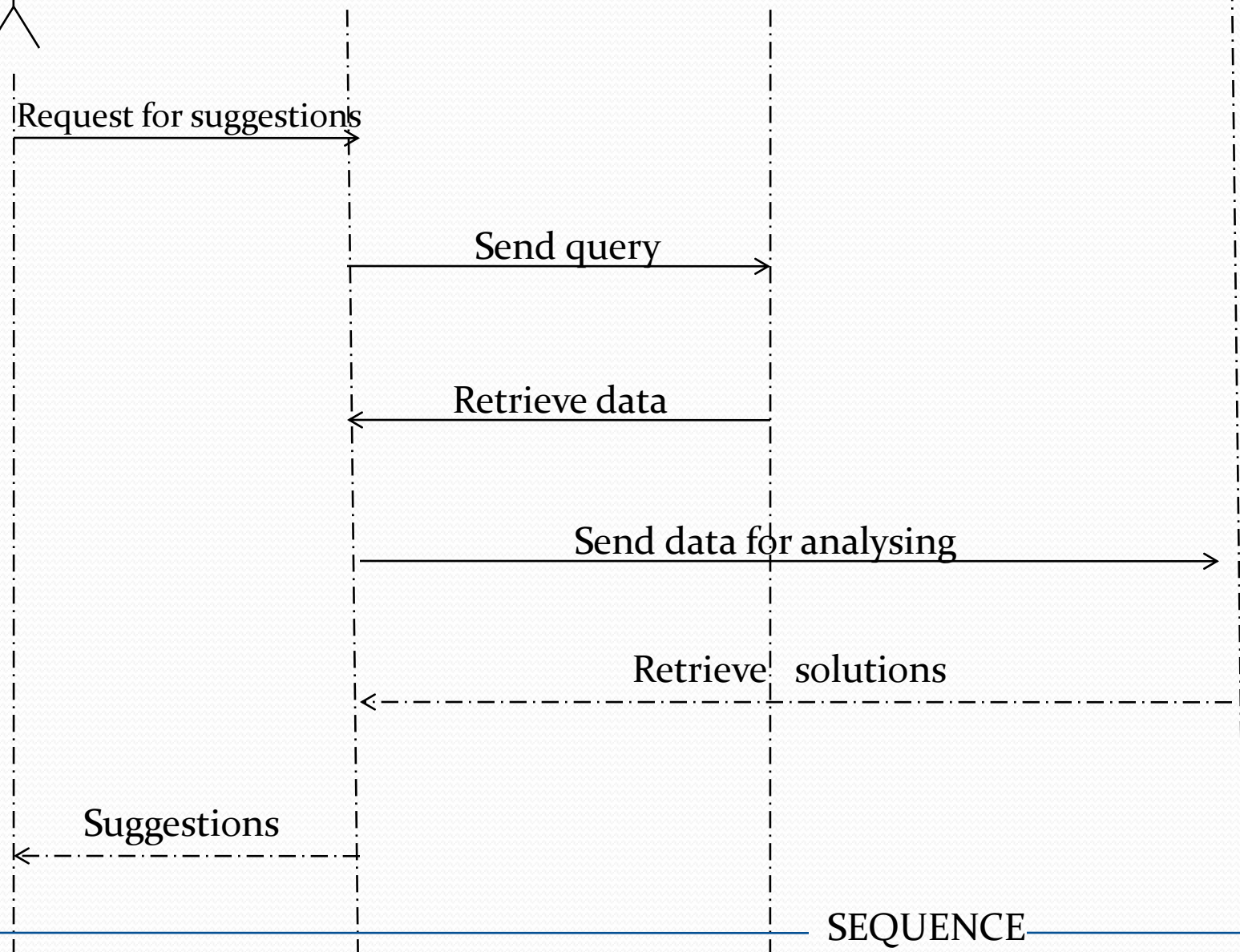
Retrieve data

Send data for analysing

Retrieve solutions

Suggestions

SEQUENCE



Thank you!  
Jimmy

