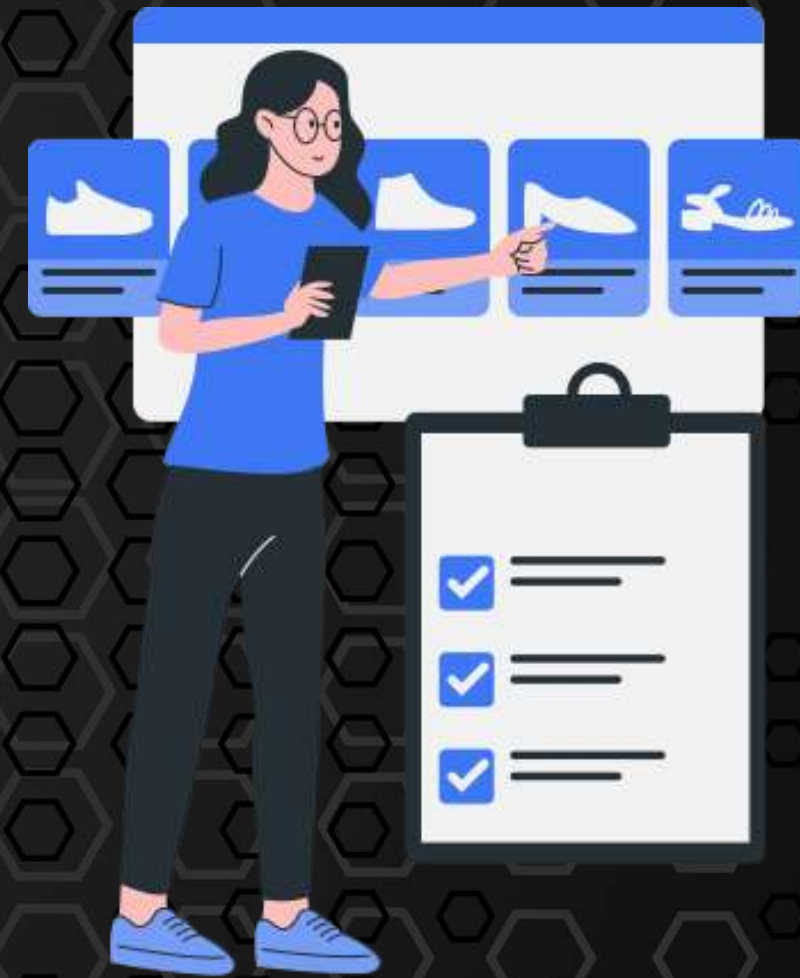BI

Guess the TOPIC...??

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- Introduction

- History of Business Intelligence

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- The Role of BI in Modern Businesses

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Introduction

- **Comprehensive term**: Encompasses architectures, tools, databases, analytics, applications, and methodologies

- **Core objective**: Enables interactive, real-time access to data for manipulation and analysis.

- **Decision support:** Provides valuable insights by analyzing historical and current data, situations, and performance.

- **Action-oriented:** Transforms data into information, leading to informed decisions and subsequent actions.

History of Business Intelligence
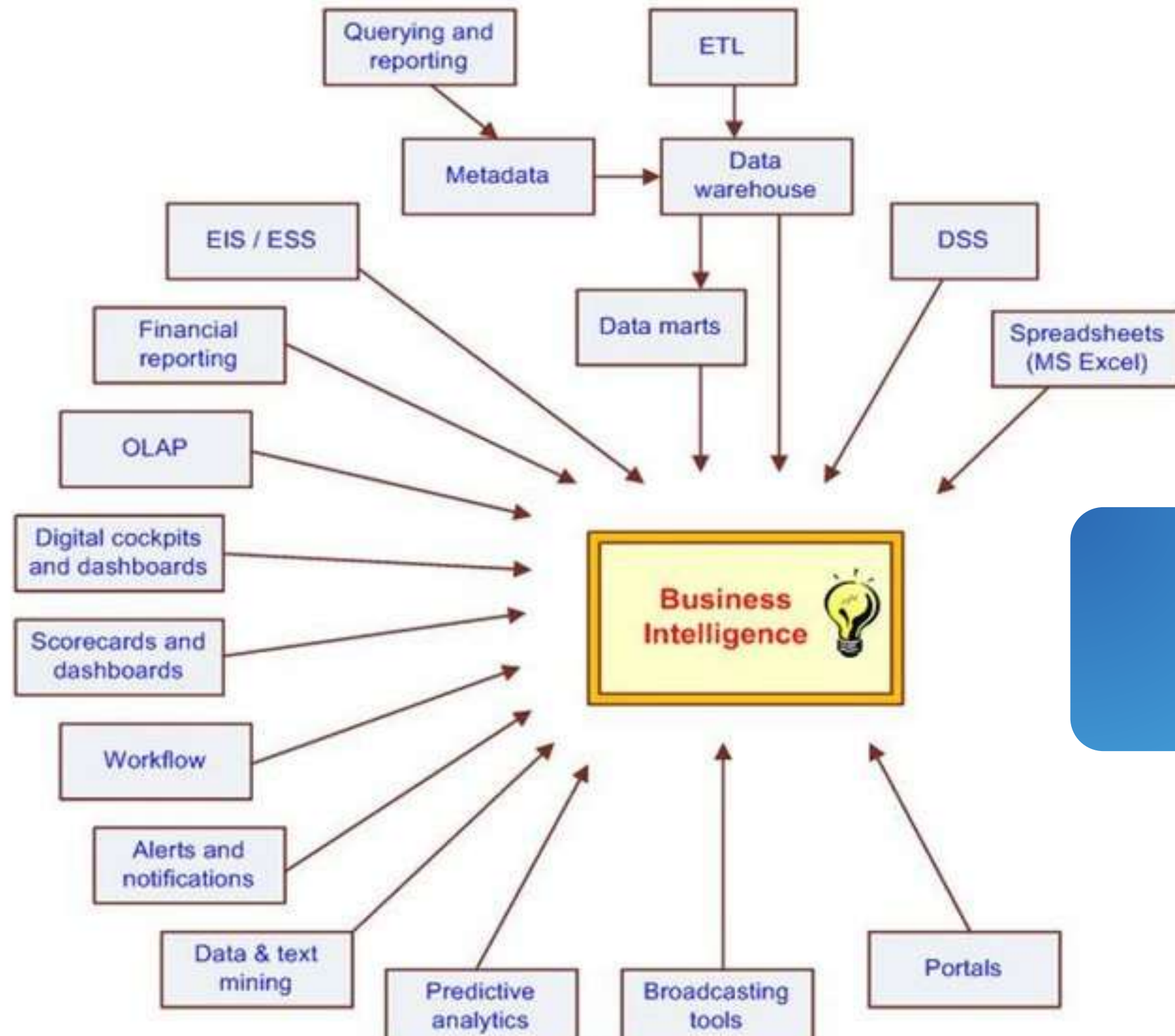
01
Early Beginnings (Pre-1960s)

02
1960s & 1970s: Rise of Data Warehousing

03
1980s & 1990s: The Age of OLAP and Self-Service BI

04
2000s & Beyond: The Era of Big Data and Cloud BI

EVOLUATION OF BUSINESS INTELLIGENCE

BI's Impact on Modern Business

Operational Efficiency

- Streamline processes
- Optimize resource allocation
- Predictive maintenance

Customer Insights

- Understand customer behavior
- Personalize marketing
- Enhance customer satisfaction

Risk Management

- Identify potential threats
- Develop mitigation strategies
- Monitor KPIs

Strategic Decision-Making

- Data-driven insights
- Support strategic planning
- Inform resource allocation

BI's Impact on Business Strategy and Decision-Making

01 Data-Driven Strategy
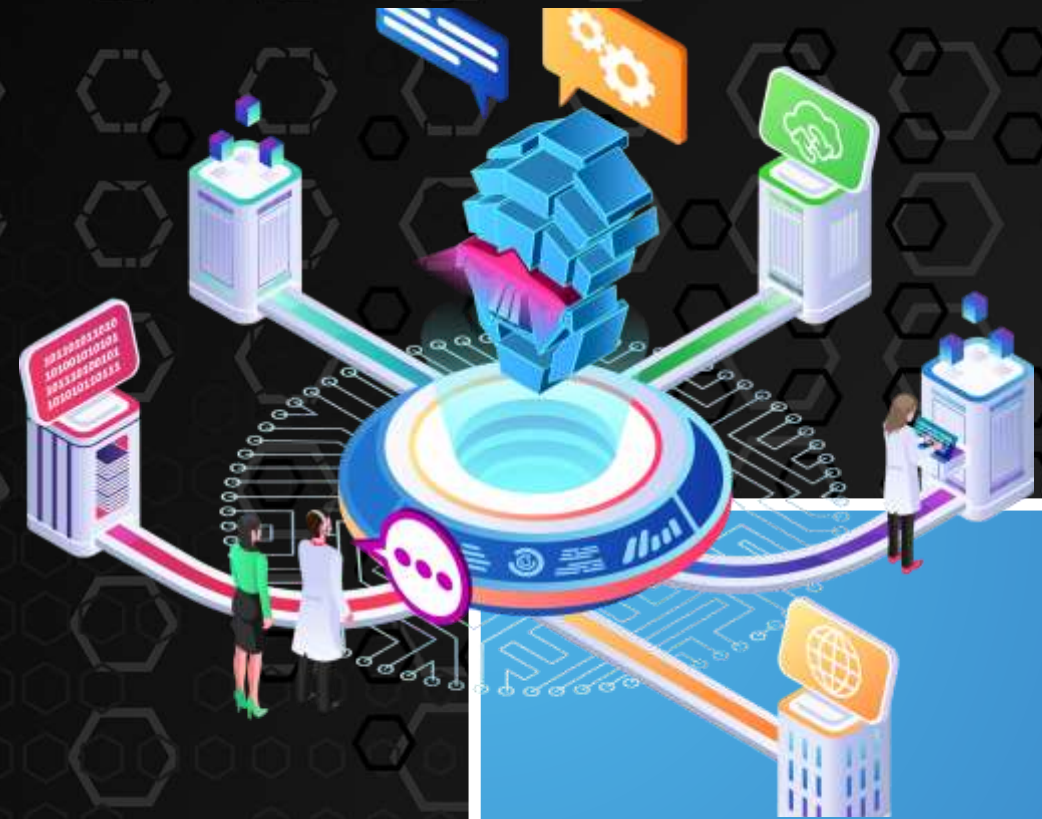
02 Improved Agility

03 Enhanced Collaboration

04 Accountability and Transparency

05 Challenges and Considerations

Conclusion

Business Intelligence (BI) has evolved from a data-centric function to a strategic business driver. By understanding its history, architecture, and impact, organizations can harness its power to make informed decisions and achieve competitive advantage.

KNOWLEDGE CHECK

01 How can organizations leverage BI to achieve a sustainable competitive advantage? Discuss specific examples of BI-driven strategic initiatives.

02 Given the increasing reliance on data-driven decision making, discuss the ethical implications of BI. What are the potential biases and challenges, and how can organizations ensure ethical use of BI?

Thank You!