

# **BUSINESS INTELLIGENCE ANALYTICS**

## **Query, Analysis and Reporting Tools**

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# **1. WHAT IS BUSINESS INTELLIGENCE?**

# *Definition of Business Intelligence*

- Business Intelligence (BI) is the set of methodologies, processes and tools that are used by corporations to gather, store, access, and analyze data to enable users to make better business decisions faster
- The principal goal of BI is to increase performance and gain a competitive advantage in the market place
- BI also enables an effective implementation of the strategy by setting agreed upon and understood Key Performance Indicators (KPI)
- BI gives the right information to the right