

Introduction to Business Analytics

Chapter 1: Introduction to Business Intelligence

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Learning Objectives

- Understand today's turbulent business environment and describe how organizations survive and even excel in such an environment (solving problems and exploiting opportunities)
- Understand the need for computerized support of managerial decision making
- Describe the business intelligence/business analytics methodology Understand the major issues in implementing business analytics

Toyota uses BI to Excel

1. *In what ways did the old information systems create problems for Toyota?*
2. *What information needs of managers are satisfied by the new BI system? What decisions are satisfied by the BI support?*
3. *Relate the TLS problem to the supply chain (from factories, to dealers, to consumers).*
4. *List the decision support tools cited here.*
5. *What strategic advantage can Toyota derive from this system?*
6. *Relate Toyota's decision to make consumer-helping robots to the changing business environment.*