

Business Intelligence – What Do You Need To Know

Business Intelligence is the process of getting enough of the right information in a timely manner and usable form and analyzing it so that it can have a positive impact on business strategy, tactics or operations.

The three key steps in Business Intelligence are gathering, analysis and recommendation. For most organizations, this is most effective if it's a part of regular ongoing business practice.

Typical Business Questions

- What drives your profitability?
- How effective are your marketing campaigns?
- What drives your cost structures and how can they be improved?
- Which customers are generating the most profit?
- What are your company's revenue trends?

Typical Business Intelligence Questions

- How accurate or clean is your company's data?
- Is your company data contained in silos or aggregated in a data mart or warehouse?
- How much is your organization relying on spreadsheets for analytics?
- Is management supporting the need for better decision making information?
- Do you believe BI can be affordable?
- Who are the ultimate beneficiaries of a BI initiative?
- How do you make a choice of the best system among many options?
- How will IT be viewed if it develops a successful BI program?
- Do you believe your company needs a BI solution?
- How is BI different from Performance Management and Reporting?
- What type of analysis and reports will best benefit your company?