APPLICATION OF BUSINESS INTELLIGENCE ANALYTICS

Alekha Chandra Malla, VIT University

ABSTRACT

Ever since mainframe computers began piling up huge storehouses of data in the 1970s, managers and managers have examined for/tried to become ways to go random facts and figures into valuable data upon which to improper consistent business decisions. But it wasn't until the introduction of relational (computer files full of information) and client/server technology in the 1990s that companies took advantage of the market's need for decision support systems to create and define a new industry, which is now widely known as business intelligence (BI). Business intelligence allows organizations to extract useful, (basis for a lawsuit/something that can be used) information from a quickly growing (list of items/produce a list of items) of very different data sources, including multiple (computer file full of information) (raised, flat supporting surfaces), packaged computer programs, data warehouses, data marts and e-business systems. The purpose of this paper is to point out the extremely important things of Business Intelligence in connection to the ERP system, the (change for the better, over time) of the idea and the benefits of its putting into use with big business information system. Finally, we will make some (things to carefully think about) on the adoption of business intelligence applications. Different projects have been done/tried in order to prevent or detect illegally dishonest things/thefts (by lying), especially in the money-related and (related to managing money) areas. (Describe a possible future event) give modelling may improve auditing (wasting very little while working or producing something), reducing the costs related to useless audits and increasing the chance of effective ones.

Keywords: Intelligence, Business, Market, Management.

INTRODUCTION

Humans involved in any kind of competitive activity - be it hunting, trade or war - have always managed to search for information about their (hunted animal), rival or enemy. Data concerning eating habits, movements, behavioral patterns, strengths and weaknesses, have been collected and carefully studied (in a way that's close to the truth or true number), then described towards whom they strength worry, like team or martial leaders and co-workers. Now/recently though, the search for knowledge may be (very big/very strong), mainly because of two reasons: the (many different kinds of people or things) of sources (television, newspapers, computers, radio, phone calls etc.) and the huge amount of data, especially those stored in large (related to big business) (computer files full of information), traveling through the Internet or through local intranets, allowing for fast communications and frequent updates. Even though (the best design available now) technology provides many advantages in terms of performances, the amount of data available has led to the problem of information overload. Still, being able to retrieve the proper information at the right time can give any organization a huge/extreme competitive advantage, especially in the case of a large company or institution, like a ministry or an armed force. Knowledge which has been filtered and carefully studied, in order to produce a (produced by people/not naturally-occurring), structured and meaningful set of information - made available for (related to a plan to reach a goal) decision making - is put under the broad definition of intelligence.

At first, organizations (understood/made real/achieved) that to (make as big as possible) the value of the information stored in their ERP systems, it was necessary to extend the ERP (related to the beautiful design and construction of buildings, etc.)s to include more advanced reporting, (related to careful studying or deep thinking) and decision support abilities. While relational (computer files full of information), now used by ERP systems, are accomplished of recovering a small number of archives in short time, they are not decent at recovering a large number of archives and succinct them on request. Most ERP products have a valuable (computer file full of information), but, translating the data stored to information useful for decision making process has proven very hard. With the availability of (related to careful studying or deep thinking) solutions, (more than two, but not a lot of) dozens of ERP providers can offer their customers a valuable tool for gathering/collecting the business value out of their (computer file full of information).

So, major ERP vendors have been more and more hugging/supporting OLAP (On-line (related to careful studying or deep thinking) Processing) tools that provide a high-level grouped view of data. Business Intelligence (BI) is the process of retrieving, (pulling out or taking from something else), filtering and carefully studying (related to big business) data in order to produce well-said (with a small number of words) and meaningful information for decision support. This kind of intelligence is usually presented in the form of a written report, summary or presentation, with charts. The first part of the process consists in gathering information, that is structured data from different (and often (without rules, schedules, etc.)) data sources. Data are structured when they are stored inside a (computer file full of information) management system. The basic data structure usually takes the form of a table, like in relational (computer files full of information) (Microsoft Access and SQL Server are two popular examples). Data must have a defined data type, be it text, number, currency, date etc.