

Analyzing Data for BI

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intro

Business Intelligence is used daily to improve business strategy to increase profits. BI differs from Business Analysis (BA) because it can be used to analyze project pitfalls based on past project performance.

Why do companies use Big Data?

Competition! Whoever can collect and use the data most effectively will brand better, survive, and buck negative trends.

Security/ Safety risks

Resource allocation

Provide guidance from past failures

Scope, Time, and Cost parameters

Fiscal responsibility

how is BI used?

- customer feedback
- identifies strengths and weakness
- aggregates data on consumer habits
- current trends
- demographics
- staffing needs
- profits, losses
- social media influence
- social media searches
- blogs
- do you think it can read your mind?