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Business intelligence
Interreg NWE example

Investing in Opportunities

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IT Information Officer

Business intelligence.
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What is Business Intelligence (BI)?

There are many definitions …

1.

“Business Intelligence comprises the strategies and technologies used by enterprises for the data analysis of business information. BI technologies provide historical, current and predictive views of business operations.”

2.

“Business intelligence leverages software and services to transform data into actionable intelligence that informs an organization’s strategic and tactical business decisions.”

3.

“Business Intelligence refers to technologies, applications and practices for the collection, integration, analysis, and presentation of business information. The purpose of Business Intelligence is to support better business decision making.”

Data
&
Business information / Business decisions

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Business Intelligence provides users with knowledge.

- Get insights to make accurate and timely business decisions.
- Obtain important business metrics (i.e. key performance indicators, KPIs) reports whenever and wherever you need them.
- Gives you quicker responses to your business-related queries.
- Allow different types of users to access data and dashboards.
- Get a 360° view of your customers.
- Improve/develop efficiency.
- It removes guesswork.
- Gain a better understanding of your business' past, present and future.

What do you need?

- Knowledge of your application business logic.
- Knowledge of your application data model.
- A reporting system. Depending on your estimated needs, you might need to export/import data from different systems, enrich it etc (“ETL” - extract / transform / load).
- A database connection and a user credentials
- A dataset that contains the relevant data needed
- The report presentation layer
- A reporting server to access the report

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NWE use of BI

1. Selected BI tools

Microsoft Business Intelligence (based on MS SQL Server – SSR$_{eporting}$S, SSA$_{nalysis}$S, SSI$_{ntegration}$S)

Open source BIRT

Integrated development environment (IDE)

Both tools use an IDE – Visual Studio based for Microsoft and Eclipse based for BIRT.

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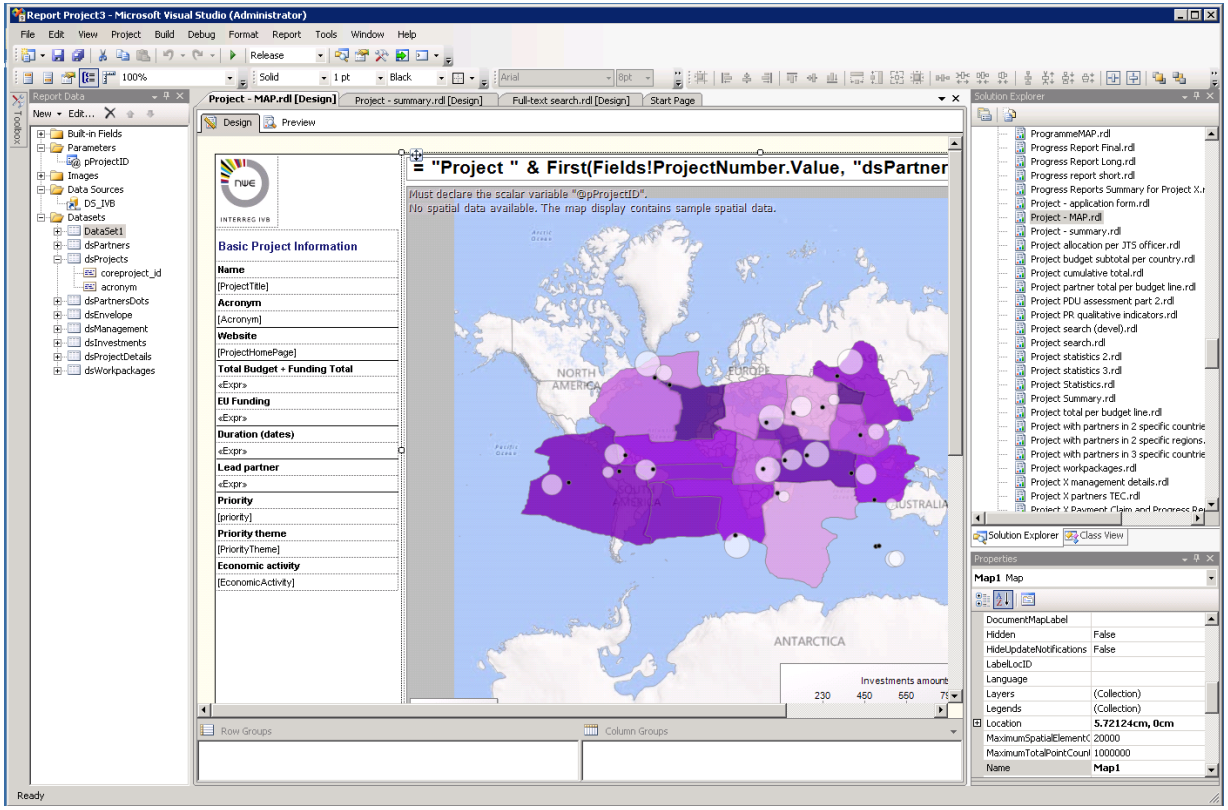
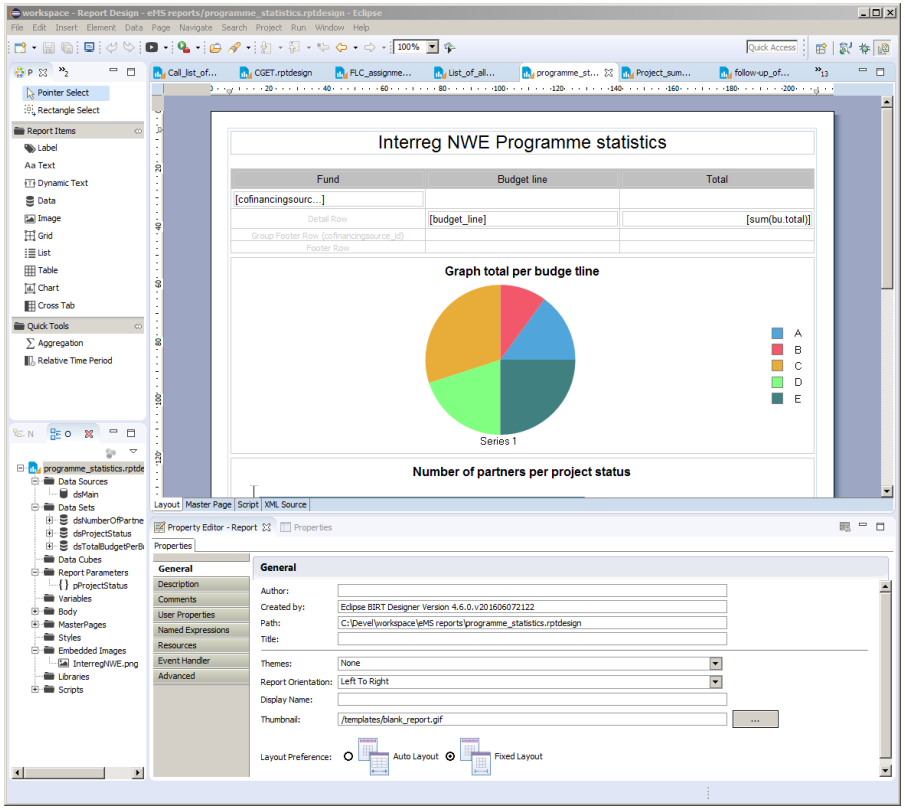
Visual Studio based



Eclipse based (BIRT)



Some generated examples …

Q&A

Any questions?

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Thank you!