

# A Study on Integrating Business Intelligence with Corporate Companies

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**Abstract-** Corporate companies are making a huge amount of investments in Business Intelligence (BI) technology to maintain their competitive edge on their company performance. BI allows a variety of data collected from a variety of sources to be converted into useful data, allowing for easy and efficient production. BI tools are likely to provide precise and useful information about future forecasts, business analytics, and decision making. This paper provides an overview of business intelligence and its benefits to corporate companies.

## 1. INTRODUCTION

Business Intelligence systems have become an integral part of each and every business in today's world. These systems enable enterprises to convert large amounts of company information into meaningful insights. The key benefits of BI and Business analytics (BA) tools include providing strategic and advanced understanding strategies for managerial professionals. It contains conducting rational data analysis to determine customer behavior, marketing styles, product analysis, product budgeting, and many more. [1]

Business Intelligence (BI) has become a top priority for Information Technology (IT) managers for several years and the market for new BI software products continuing to grow rapidly in this era. Newly emerging BI trends such as Business Analytics (BA) and Big Data (BD) management are contributed to the continued growth of the BI software market.

The rest of the paper is organized as follows: Section 2 provides the basic items in BI Systems, Section 3 describes the trending BI Systems used by the corporate companies. In Section 4 the BI case study is discussed. Section 5 provides the verticals of BI in corporate companies. In Section 6 and 7, the success factors of BI and failure of BI are discussed respectively. Finally the paper is concluded in Section 8.

## 2. Business Intelligence

Business Intelligence systems are blend of technology, business strategies, and industry applications. BI uses data from Enterprise Resource Planning, sales dashboards, and more company resources. It is used to collect, modify, analyze, and represent business insights in an exceedingly very logical manner. [1]

There are four basic items within a BI System:

1. Data (raw data)

2. Website
3. Data access, insights, and presentation
4. Dashboards and reporting

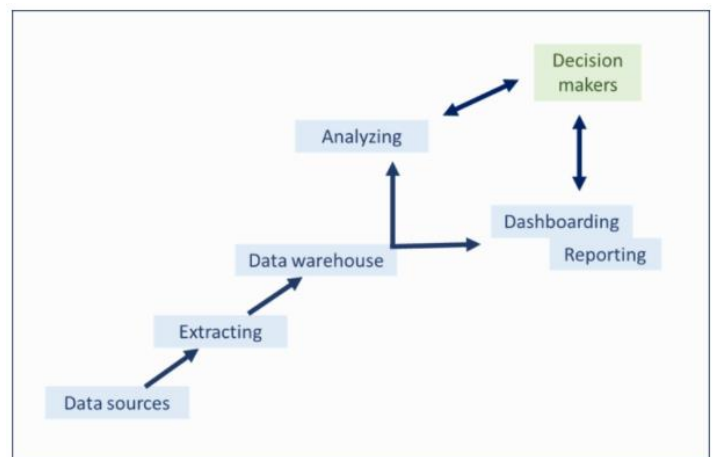


Fig 1 Four Basic items of BI System (Fig. 1)

The first part of an integrated BI plan (Fig. 1) solution is that the data. This data is analogous to annual sales records, keywords employed in the latest marketing plan, profit and loss statements. Data Warehousing is an information connection platform that connects all of your different data together and allows you to make relationships between them. This can be the district that have seen significant progress recently with the introduction of cloud-based BI tools. During Data Access, insights, and the presentation stage all the data is connected and might 'communicate,' one in all the subsequent BI ideas is to use that data. This includes accessing data sets, analysing reports through key trends, and presenting it in an exceedingly way that sounds fast. These are often close, especially if you employ meaningful dashboards (Fig. 2) that allow you to pore and out the personal information per the business requirement. Data representation has also come a protracted way from the times of Excel. The ultimate step is preparing Data dashboards and reporting which gives step by step performance and data visibility are seamless, it's also possible to share the findings with others within the enterprise during a coherent and dynamic way.

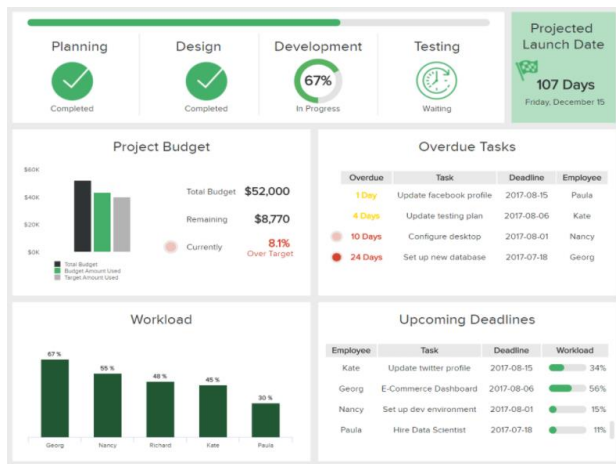


Fig. 2 Project Management Dashboard

### 3. Trending BI Systems used by companies

As per latest review by Gartner on February 2021 (Fig. 3) Tableau, Qlik and Microsoft Power BI retain their place within the Magic Quadrant leadership category, this could be in line with our expectations. All of those tools are extremely popular within the Business Intelligence industry and it is seen that many organizations use these tools. [2]



Fig. 3 Gartner's Magic Quadrant of BI Systems

Power BI is the business intelligence service by Microsoft. It used to provide interactive visibility and BI skills with a straightforward enough display for users to form their insights and dashboards. It is an element of the Microsoft Power Platform.

Tableau may be a fast-growing tool for data recognition and data analysis aimed toward helping people see and understand data. It is used as the way people use data to unravel problems, table software ensures to satisfy strict requirements. In other words, it simply converts data into easily understandable formats.

Qlik is the Business Analytics platform which sets the benchmark for a new generation of analytics, with its great intuitive analytics engine, sophisticated Artificial Intelligence (AI) platform and cloud platform, Business Professionals can empower everyone in the enterprise to make better decisions everyday, creating a truly data driven enterprise.

### 4. BI case study on current companies

Businesses around the world are increasing with amount of data collected to answer important questions and methods on their enterprises, their markets, and their customers. However, with the collection of huge amount of data, the companies are using BI systems to convert their raw data into meaningful insights.

#### A. The Coca-Cola Company has increased its efficiency

The Coca-Cola intelligence team is responsible of reporting on all delivery and sales of companies to the corporate, with their BI system, the team has developed manual reporting process, saving about 260 hours p.a. - over 40 working weeks.

Reported automation and other business plan integration has placed customer relationship management data within the hands of the sales team within the sector with mobile dashboards that provide timely, efficient and unique competitive information. BI implementation promotes effective collaboration between IT users and businesses that develop participant technology. Analysts and IT can specialize in large-scale imagery and long-term performance like business data management instead of manual and reporting functions. [3]

#### B. Chipotle has created an integrated view of restaurant operations

Chipotle Mexican Grill is the American restaurant organization over 2,400 restaurants around the world. Chipotle used their traditional Business Intelligence solution for a contemporary, automated BI system. This has let them to develop a piece ethic in order that they will monitor the performance of restaurants at the national level. Now the employees have more access to information, the speed of reporting of project projects has tripled from 1 / 4 to a month and saves hundreds of hours. [3]

#### C. BI improved sales and stock analysis of Kidiliz Group

Kidiliz Group, which is well known company for children's fashion operates in more than 40 countries around the

world, with 15 indoor brands and licenses. This company is located in France, the company generates more than 50 percent of foreign turn over and sells more than 11,000 sales, including its 830 shops, as Kidiliz started collecting large sales datasets from its ERPs assets, realizing they needed to build BI systems to allow market analysis and listing in their sales network around the world. Kidiliz is well known for its flexibility in changing trends in fashion and therefore has strong data and the customer data tracking system has been critical to management success. Kidiliz have integrated 20 dataset streams into marketing activities such as registering transactions of the customers in their network. Kidiliz is now able to analyze stock and sales data to learn and provide the best feel for their customers at the end of in store experience. [4]

## 5. Verticals of BI in Corporate Companies

The four verticals of BI in corporate companies are:

1. Employees
2. Finance
3. Marketing
4. Executive Leadership

• *Employees:* HR can take an active interest in the use of Business Intelligence through employee product analysis, compensation and compliance of employees, and understanding employee satisfaction.

• *Finance:* Business Intelligence can assist financial departments by providing the most important and in-depth financial information. The use of BI can also help track monthly and annual budgets, identify potential areas before they create negative impacts, and improve the organization's business life and financial stability.

• *Marketing:* Business Intelligence systems can assist our company's sales department by giving sales cycle visibility, in depth statistics, and a comprehensive revenue analysis. BI systems will be used by sales team to identify what works as well as failure points that can lead to better sales performance.

• *Executive Leadership:* Clearly and concisely, Business Intelligence allows organizations to increase costs by improving efficiency and productivity, improving sales, and creating opportunities for further development. Business Intelligence allows Executive Leadership members to easily measure the performance of an organization by removing gray areas and eliminating the need to play the game depending on how the company operates.

## 6. Success factors of Business Intelligence

The four success factors of BI Systems are:

1. Risk Reduction
2. Improves Productivity
3. Good Return on Investment
4. Business Growth

• *Risk Reduction:* BI and business analytics will prevent speculation while identifying new patterns and styles. It is easy to evaluate the effectiveness and efficiency of numerous systems, which helps to specify business challenges before they become apparent.

• *Improves Productivity:* Creating the company's data has helped increase staff performance. Enables authorized users to access information from anywhere using any device using a cloud service. As a major benefit of the Business Intelligence & Analytics tool, automation of tasks such as reporting and real-time updates saves time. Therefore, employees can focus on another product

• *Good Return On Investment (ROI):* Corporate companies make more money which in turn increases ROI. The next generation CRM feature in the BI system enhances marketing productivity and customer experience. It makes easier to manage progressive tasks and after sales services. As a result, it will have significant improvement on company's return on investment.

• *Business Growth:* BI system gives the current system of integration using modern technology. BI systems provide up to date real time updates about global market trends, which allows companies to make better decisions to stay on top of their competitors.

## 7. The Future of Business Intelligence

Business Intelligence systems continue to evolve in corporate business and technology needs, so every year, as per current trends BI systems keep the users updated with innovations. Also in the future AI and Machine Learning (ML) will rapidly increase, and companies can integrate data from Artificial Intelligence into comprehensive Business Intelligence strategy. As the companies aspire to be data driven, data sharing and collaboration efforts will grow. Data recognition will likely to be critical for working within the teams and other departments.

## 8. CONCLUSION

The concept of Business Intelligence has only grown over the years, now it has become a major problem for companies regardless of their size to invest in BI to meet the needs and desires of the customer. Data statistics these days create a real business value of data insights and provide significant progress in exploring and targeting market opportunities. Many corporate companies have used BI systems but small

companies have struggled to change this system. Performance and organizational considerations like company strategy, strategic resources, management, quality control, and strategic approach have a significant impact on the implementation of the BI system. The most important achievement in the performance of data statistics for a company's BI systems is recognition of technical and administrative capabilities.

## REFERENCES

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