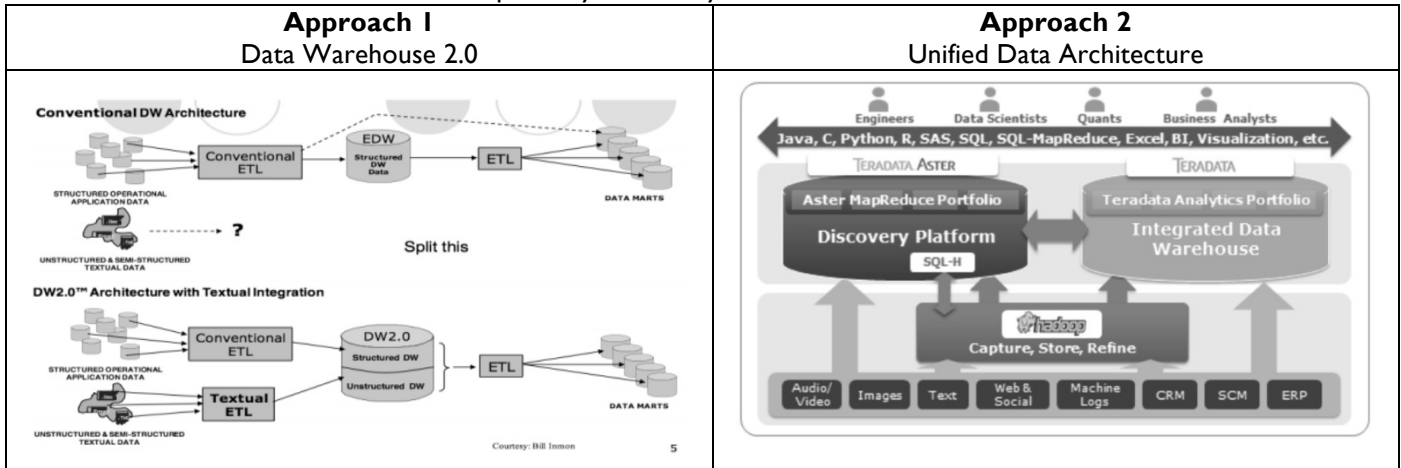


**Unstructured Data:** can be collected passively or actively



**WEEK 9: ENTERPRISE BUSINESS INTELLIGENCE I**

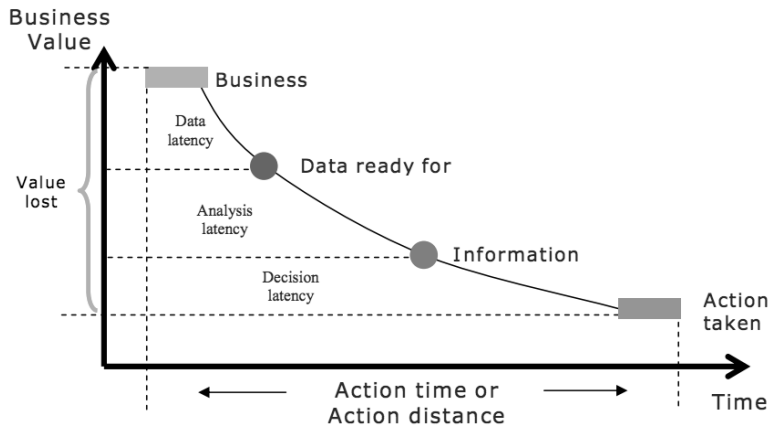
- EXPLAIN THE CONCEPT OF BI RELATED BUSINESS OPPORTUNITIES
- EXPLAIN THE CONCEPT OF IMPACTS OF ANALYTICS IN ORGANISATIONS
- EXPLAIN THE CONCEPT OF ISSUES OF LEGALITY, PRIVACY AND ETHICS

**Enterprise Business Intelligence**

- **Challenge:** How to enhance the ‘the intelligence quotient’ of a company as a whole
- **Key Requirement:** Bringing together a network of data and information silos and technologies in multiple departments and geographic locations into an overarching system for data access, sharing and analysis as well as smarter, faster decision making – among hundreds of thousands of employees in a company.
- **Solution:** Escalating Business Intelligence to the enterprise level

**Latency:** Aim at shortening the period of time between the occurrence of a business event that requires an appropriate action by the organisation and the time the action is carried out

- **Data latency:** occurrence of business event, data is stored and ready
- **Analysis latency:** data is available for analysis, information is generated
- **Decision latency:** delivery of information, appropriate action



BI Approaches	Strategic BI	Tactical BI	Operational BI
<b>Business Focus</b>	Achieve long-term organisational goals	Conduct short-term analysis to achieve strategic goals	Manage daily operations, integrate BI within operational systems
<b>Primary Users</b>	Executives, Analysts	Executives, Analysts, Line of Business Managers	Line of Business Managers, Operational Users and Systems
<b>Timeframe</b>	Months to Years	Days to Weeks to Months	Intra-day
<b>Data</b>	Historical Metrics	Historical Metrics	Right-time Metrics