

WHAT ARE BUSINESS INTELLIGENCE BI SYSTEMS

WHAT ARE BUSINESS INTELLIGENCE BI SYSTEMS IS A QUESTION THAT REFLECTS THE GROWING IMPORTANCE OF DATA-DRIVEN DECISION-MAKING IN TODAY'S BUSINESS LANDSCAPE. BUSINESS INTELLIGENCE (BI) SYSTEMS ARE TECHNOLOGICAL FRAMEWORKS THAT ENABLE ORGANIZATIONS TO COLLECT, ANALYZE, AND PRESENT BUSINESS DATA IN A MEANINGFUL WAY. THESE SYSTEMS ALLOW COMPANIES TO TRANSFORM RAW DATA INTO ACTIONABLE INSIGHTS, ULTIMATELY SUPPORTING STRATEGIC PLANNING AND OPERATIONAL EFFICIENCY. THIS ARTICLE DELVES INTO THE COMPONENTS, BENEFITS, AND TYPES OF BI SYSTEMS, AS WELL AS THEIR ROLE IN ENHANCING DECISION-MAKING PROCESSES. WE WILL EXPLORE BI TOOLS, THE DATA LIFECYCLE, AND THE FUTURE TRENDS SHAPING THIS ESSENTIAL FIELD.

- UNDERSTANDING BUSINESS INTELLIGENCE SYSTEMS
- KEY COMPONENTS OF BI SYSTEMS
- TYPES OF BUSINESS INTELLIGENCE TOOLS
- BENEFITS OF USING BI SYSTEMS
- CHALLENGES IN IMPLEMENTING BI SYSTEMS
- THE FUTURE OF BUSINESS INTELLIGENCE

UNDERSTANDING BUSINESS INTELLIGENCE SYSTEMS

BUSINESS INTELLIGENCE SYSTEMS ARE INTEGRATED SOLUTIONS THAT FACILITATE THE GATHERING, PROCESSING, AND ANALYSIS OF BUSINESS DATA. THEY SERVE AS A CENTRAL HUB WHERE RAW DATA FROM VARIOUS SOURCES IS TRANSFORMED INTO A FORMAT THAT CAN BE READILY UNDERSTOOD AND UTILIZED BY DECISION-MAKERS. THE PRIMARY GOAL OF BI SYSTEMS IS TO SUPPORT BETTER BUSINESS DECISIONS THROUGH THE PROVISION OF TIMELY, ACCURATE, AND RELEVANT INFORMATION.

THESE SYSTEMS LEVERAGE A VARIETY OF TECHNOLOGIES, INCLUDING DATA WAREHOUSING, ONLINE ANALYTICAL PROCESSING (OLAP), AND DATA MINING. BI SYSTEMS CAN BE UTILIZED ACROSS VARIOUS INDUSTRIES, INCLUDING FINANCE, HEALTHCARE, RETAIL, AND MANUFACTURING, MAKING THEM VERSATILE AND ESSENTIAL IN A COMPETITIVE ENVIRONMENT. AS BUSINESSES BECOME INCREASINGLY DATA-CENTRIC, UNDERSTANDING THE CORE FUNCTIONALITIES OF BI SYSTEMS BECOMES IMPERATIVE FOR SUCCESS.

KEY COMPONENTS OF BI SYSTEMS

THE ARCHITECTURE OF BUSINESS INTELLIGENCE SYSTEMS COMPRISES SEVERAL KEY COMPONENTS THAT WORK HARMONIOUSLY TO DELIVER INSIGHTS. EACH COMPONENT PLAYS A CRUCIAL ROLE IN THE OVERALL FUNCTIONALITY OF BI SYSTEMS.

DATA SOURCES

DATA SOURCES ARE THE FOUNDATION OF BI SYSTEMS. THEY CAN INCLUDE INTERNAL DATABASES, EXTERNAL DATA FEEDS, CLOUD STORAGE, AND MORE. THE DATA COLLECTED CAN RANGE FROM STRUCTURED DATA, SUCH AS RELATIONAL DATABASES, TO UNSTRUCTURED DATA, SUCH AS SOCIAL MEDIA POSTS OR EMAILS.

DATA WAREHOUSING

DATA WAREHOUSING INVOLVES THE CONSOLIDATION OF DATA FROM DIFFERENT SOURCES INTO A SINGLE REPOSITORY. THIS CENTRALIZED STORAGE ALLOWS FOR EASIER ACCESS AND ANALYSIS, ENSURING THAT USERS HAVE THE MOST RELEVANT DATA

AT THEIR FINGERTIPS. DATA WAREHOUSES ARE DESIGNED TO HANDLE LARGE VOLUMES OF DATA AND SUPPORT COMPLEX QUERIES EFFICIENTLY.

DATA ANALYSIS TOOLS

DATA ANALYSIS TOOLS ARE WHAT ENABLE BUSINESSES TO EXTRACT VALUABLE INSIGHTS FROM THEIR DATA. THESE TOOLS UTILIZE VARIOUS ANALYTICAL METHODS, INCLUDING STATISTICAL ANALYSIS, PREDICTIVE MODELING, AND MACHINE LEARNING ALGORITHMS, TO DERIVE MEANINGFUL PATTERNS AND TRENDS.

REPORTING AND VISUALIZATION

REPORTING AND VISUALIZATION COMPONENTS ARE ESSENTIAL FOR PRESENTING DATA IN A USER-FRIENDLY FORMAT. DASHBOARDS AND REPORTS ALLOW STAKEHOLDERS TO VIEW KEY PERFORMANCE INDICATORS (KPIs) AND OTHER IMPORTANT METRICS AT A GLANCE. EFFECTIVE VISUALIZATION HELPS IN MAKING COMPLEX DATA MORE UNDERSTANDABLE AND ACTIONABLE.

TYPES OF BUSINESS INTELLIGENCE TOOLS

THERE ARE SEVERAL TYPES OF BUSINESS INTELLIGENCE TOOLS AVAILABLE IN THE MARKET, EACH DESIGNED TO ADDRESS DIFFERENT ASPECTS OF DATA ANALYSIS AND REPORTING. UNDERSTANDING THESE TOOLS CAN HELP ORGANIZATIONS CHOOSE THE RIGHT SOLUTIONS TAILORED TO THEIR NEEDS.

DESCRIPTIVE ANALYTICS TOOLS

DESCRIPTIVE ANALYTICS TOOLS FOCUS ON SUMMARIZING HISTORICAL DATA TO IDENTIFY TRENDS AND PATTERNS. THESE TOOLS ANSWER QUESTIONS ABOUT WHAT HAS HAPPENED IN THE PAST, PROVIDING INSIGHTS THAT CAN GUIDE FUTURE ACTIONS. COMMON EXAMPLES INCLUDE REPORTING TOOLS AND DASHBOARDS.

DIAGNOSTIC ANALYTICS TOOLS

DIAGNOSTIC ANALYTICS TOOLS DELVE DEEPER INTO DATA TO UNDERSTAND THE REASONS BEHIND CERTAIN OUTCOMES. BY ANALYZING HISTORICAL DATA AND IDENTIFYING CORRELATIONS, THESE TOOLS HELP BUSINESSES COMPREHEND WHY SPECIFIC EVENTS OCCURRED. THIS ANALYSIS CAN LEAD TO INFORMED DECISION-MAKING.

PREDICTIVE ANALYTICS TOOLS

PREDICTIVE ANALYTICS TOOLS LEVERAGE STATISTICAL ALGORITHMS AND MACHINE LEARNING TECHNIQUES TO FORECAST FUTURE OUTCOMES BASED ON HISTORICAL DATA. THESE TOOLS ARE CRUCIAL FOR BUSINESSES LOOKING TO ANTICIPATE TRENDS, CUSTOMER BEHAVIOR, AND MARKET DYNAMICS.

PRESCRIPTIVE ANALYTICS TOOLS

PRESCRIPTIVE ANALYTICS TOOLS TAKE PREDICTIVE ANALYTICS A STEP FURTHER BY RECOMMENDING ACTIONS BASED ON THE ANALYSIS. THEY PROVIDE OPTIONS FOR DECISION-MAKERS, HELPING THEM DETERMINE THE BEST COURSE OF ACTION TO ACHIEVE DESIRED OUTCOMES.

BENEFITS OF USING BI SYSTEMS

THE IMPLEMENTATION OF BUSINESS INTELLIGENCE SYSTEMS OFFERS NUMEROUS ADVANTAGES THAT CAN SIGNIFICANTLY IMPACT AN ORGANIZATION'S PERFORMANCE. HERE ARE SOME OF THE KEY BENEFITS:

- **IMPROVED DECISION-MAKING:** ENHANCED ACCESS TO REAL-TIME DATA HELPS LEADERS MAKE INFORMED DECISIONS QUICKLY.
- **INCREASED OPERATIONAL EFFICIENCY:** BI SYSTEMS STREAMLINE OPERATIONS BY IDENTIFYING BOTTLENECKS AND AREAS FOR IMPROVEMENT.
- **ENHANCED DATA VISUALIZATION:** EFFECTIVE VISUALIZATION TOOLS MAKE COMPLEX DATA SETS EASIER TO UNDERSTAND.
- **PROACTIVE BUSINESS STRATEGIES:** PREDICTIVE ANALYTICS ENABLE ORGANIZATIONS TO ANTICIPATE MARKET CHANGES AND CUSTOMER NEEDS.
- **COMPETITIVE ADVANTAGE:** ORGANIZATIONS USING BI CAN RESPOND FASTER TO MARKET TRENDS, GIVING THEM A COMPETITIVE EDGE.

CHALLENGES IN IMPLEMENTING BI SYSTEMS

WHILE THE BENEFITS OF BUSINESS INTELLIGENCE SYSTEMS ARE SIGNIFICANT, ORGANIZATIONS MAY FACE SEVERAL CHALLENGES DURING IMPLEMENTATION. UNDERSTANDING THESE CHALLENGES CAN HELP MITIGATE RISKS AND ENSURE SUCCESSFUL ADOPTION.

DATA QUALITY ISSUES

ONE OF THE PRIMARY CHALLENGES IS ENSURING DATA QUALITY. INACCURATE, INCOMPLETE, OR INCONSISTENT DATA CAN LEAD TO MISLEADING INSIGHTS AND POOR DECISION-MAKING. ORGANIZATIONS MUST INVEST IN DATA CLEANSING AND VALIDATION PROCESSES TO MAINTAIN HIGH DATA STANDARDS.

USER ADOPTION

ANOTHER CHALLENGE IS USER ADOPTION. EMPLOYEES MAY RESIST NEW TECHNOLOGIES OR FEEL OVERWHELMED BY COMPLEX SYSTEMS. PROVIDING ADEQUATE TRAINING AND SUPPORT IS ESSENTIAL FOR ENCOURAGING USER ENGAGEMENT WITH BI TOOLS.

INTEGRATION WITH EXISTING SYSTEMS

INTEGRATING BI SYSTEMS WITH EXISTING IT INFRASTRUCTURE CAN BE COMPLEX AND TIME-CONSUMING. ORGANIZATIONS MUST ENSURE COMPATIBILITY AND SEAMLESS DATA FLOW BETWEEN VARIOUS SYSTEMS TO MAXIMIZE THE EFFECTIVENESS OF BI SOLUTIONS.

THE FUTURE OF BUSINESS INTELLIGENCE

THE FIELD OF BUSINESS INTELLIGENCE IS EVOLVING RAPIDLY, DRIVEN BY ADVANCEMENTS IN TECHNOLOGY AND CHANGING BUSINESS NEEDS. EMERGING TRENDS ARE SHAPING THE FUTURE OF BI SYSTEMS, PAVING THE WAY FOR MORE SOPHISTICATED ANALYTICS AND IMPROVED ACCESSIBILITY.

ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING

THE INTEGRATION OF ARTIFICIAL INTELLIGENCE (AI) AND MACHINE LEARNING (ML) TECHNOLOGIES INTO BI SYSTEMS IS TRANSFORMING HOW DATA IS ANALYZED. THESE TECHNOLOGIES ENABLE ADVANCED PREDICTIVE ANALYTICS, AUTOMATING INSIGHTS GENERATION AND ENHANCING DECISION-MAKING CAPABILITIES.

CLOUD-BASED BI SOLUTIONS

CLOUD-BASED BI SOLUTIONS ARE GAINING POPULARITY DUE TO THEIR SCALABILITY, FLEXIBILITY, AND COST-EFFECTIVENESS. ORGANIZATIONS CAN ACCESS DATA AND ANALYTICS TOOLS FROM ANYWHERE, FACILITATING REMOTE WORK AND COLLABORATION.

REAL-TIME ANALYTICS

THE DEMAND FOR REAL-TIME ANALYTICS IS INCREASING AS BUSINESSES SEEK TO MAKE IMMEDIATE, DATA-DRIVEN DECISIONS. FUTURE BI SYSTEMS WILL FOCUS ON PROVIDING INSTANT INSIGHTS, ENABLING ORGANIZATIONS TO RESPOND RAPIDLY TO MARKET CHANGES.

DATA DEMOCRATIZATION

DATA DEMOCRATIZATION IS THE TREND OF MAKING DATA ACCESSIBLE TO ALL EMPLOYEES, REGARDLESS OF TECHNICAL EXPERTISE. FUTURE BI SYSTEMS WILL EMPHASIZE USER-FRIENDLY INTERFACES AND SELF-SERVICE ANALYTICS, EMPOWERING EMPLOYEES TO LEVERAGE DATA WITHOUT HEAVY IT DEPENDENCY.

MOBILE BI

AS MOBILE TECHNOLOGY CONTINUES TO ADVANCE, MOBILE BI SOLUTIONS WILL BECOME MORE PREVALENT. EXECUTIVES AND EMPLOYEES WILL REQUIRE ACCESS TO DATA AND INSIGHTS ON-THE-GO, NECESSITATING THE DEVELOPMENT OF OPTIMIZED MOBILE BI APPLICATIONS.

CONCLUSION

UNDERSTANDING WHAT ARE BUSINESS INTELLIGENCE BI SYSTEMS IS CRUCIAL FOR ORGANIZATIONS AIMING TO LEVERAGE DATA FOR STRATEGIC ADVANTAGE. BY HARNESSING THE POWER OF BI SYSTEMS, COMPANIES CAN IMPROVE DECISION-MAKING, ENHANCE OPERATIONAL EFFICIENCY, AND GAIN A COMPETITIVE EDGE IN THEIR RESPECTIVE MARKETS. AS TECHNOLOGY EVOLVES, STAYING ABREAST OF TRENDS IN BI WILL BE ESSENTIAL FOR MAINTAINING RELEVANCE AND DRIVING SUCCESS IN THE DATA-DRIVEN BUSINESS LANDSCAPE.

Q: WHAT ARE BUSINESS INTELLIGENCE BI SYSTEMS USED FOR?

A: BUSINESS INTELLIGENCE (BI) SYSTEMS ARE USED TO COLLECT, ANALYZE, AND PRESENT BUSINESS DATA, ENABLING ORGANIZATIONS TO MAKE INFORMED DECISIONS BASED ON REAL-TIME INSIGHTS AND HISTORICAL TRENDS.

Q: WHAT ARE THE MAIN COMPONENTS OF A BI SYSTEM?

A: THE MAIN COMPONENTS OF A BI SYSTEM INCLUDE DATA SOURCES, DATA WAREHOUSING, DATA ANALYSIS TOOLS, AND REPORTING/VISUALIZATION TOOLS THAT WORK TOGETHER TO PROVIDE COMPREHENSIVE INSIGHTS.

Q: How do BI systems improve decision-making?

A: BI systems improve decision-making by providing timely and accurate data analysis, allowing decision-makers to identify trends, assess performance, and make informed strategic choices.

Q: What are the different types of BI tools?

A: The different types of BI tools include descriptive analytics tools, diagnostic analytics tools, predictive analytics tools, and prescriptive analytics tools, each serving specific analytical purposes.

Q: What challenges do organizations face when implementing BI systems?

A: Organizations face challenges such as data quality issues, user adoption resistance, and integration complexities with existing systems when implementing BI systems.

Q: What is the future of Business Intelligence?

A: The future of Business Intelligence involves advancements in artificial intelligence, cloud-based solutions, real-time analytics, data democratization, and mobile BI, making analytics more accessible and actionable.

Q: Why is data quality important in BI systems?

A: Data quality is crucial in BI systems because inaccurate or inconsistent data can lead to misleading insights, affecting decision-making and operational efficiency.

Q: How can organizations ensure successful user adoption of BI tools?

A: Organizations can ensure successful user adoption of BI tools by providing comprehensive training, ongoing support, and creating a user-friendly environment that encourages engagement with the systems.

Q: What role does visualization play in BI systems?

A: Visualization plays a critical role in BI systems by making complex data easier to interpret, allowing users to quickly grasp insights and make informed decisions based on visual representations.

Q: How does cloud technology impact BI systems?

A: Cloud technology impacts BI systems by offering scalability, flexibility, and remote accessibility, enabling organizations to deploy BI solutions without heavy infrastructure investments.

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Albert Nogués, Juan Valladares, 2017-05-25 Learn how to transition from Excel-based business intelligence (BI) analysis to enterprise stacks of open-source BI tools. Select and implement the best free and freemium open-source BI tools for your company's needs and design, implement, and integrate BI automation across the full stack using agile methodologies. Business Intelligence Tools for Small Companies provides hands-on demonstrations of open-source tools suitable for the BI requirements of small businesses. The authors draw on their deep experience as BI consultants, developers, and administrators to guide you through the extract-transform-load/data warehousing (ETL/DWH) sequence of extracting data from an enterprise resource planning (ERP) database freely available on the Internet, transforming the data, manipulating them, and loading them into a relational database. The authors demonstrate how to extract, report, and dashboard key performance indicators (KPIs) in a visually appealing format from the relational database management system (RDBMS). They model the selection and implementation of free and freemium tools such as Pentaho Data Integrator and Talend for ELT, Oracle XE and MySQL/MariaDB for RDBMS, and QlikSense, Power BI, and MicroStrategy Desktop for reporting. This richly illustrated guide models the deployment of a small company BI stack on an inexpensive cloud platform such as AWS. What You'll Learn You will learn how to manage, integrate, and automate the processes of BI by selecting and implementing tools to: Implement and manage the business intelligence/data warehousing (BI/DWH) infrastructure Extract data from any enterprise resource planning (ERP) tool Process and integrate BI data using open-source extract-transform-load (ETL) tools Query, report, and analyze BI data using open-source visualization and dashboard tools Use a MOLAP tool to define next year's budget, integrating real data with target scenarios Deploy BI solutions and big data experiments inexpensively on cloud platforms Who This Book Is For Engineers, DBAs, analysts, consultants, and managers at small companies with limited resources but whose BI requirements have outgrown the limitations of Excel spreadsheets; personnel in mid-sized companies with established BI systems who are exploring technological updates and more cost-efficient solutions

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what are business intelligence bi systems: Business Intelligence Rimvydas Skyrius, 2021-03-08 This book examines the managerial dimensions of business intelligence (BI) systems. It develops a set of guidelines for value creation by implementing business intelligence systems and technologies. In particular the book looks at BI as a process – driven by a mix of human and technological capabilities – to serve complex information needs in building insights and providing aid in decision making. After an introduction to the key concepts of BI and neighboring areas of information processing, the book looks at the complexity and multidimensionality of BI. It tackles both data integration and information integration issues. Bodies of knowledge and other widely accepted collections of experience are presented and turned into lessons learned. Following a straightforward introduction to the processes and technologies of BI the book embarks on BI maturity and agility, the components, drivers and inhibitors of BI culture and soft BI factors like attention, sense and trust. Eventually the book attempts to provide a holistic view on business intelligence, possible structures and tradeoffs and embarks to provide an outlook on possible developments in BI and analytics.

what are business intelligence bi systems: Perspectives on Business Intelligence Raymond T. Ng, Patricia C. Arocena, Denilson Barbosa, Giuseppe Carenini, 2013-04-01 business intelligence, big data, business modeling, vivification, data integration, information extraction, information visualization

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Whether that process is managed and implemented by humans, AI, or a combination of the two, it needs to be designed by someone with a complex enough perspective to ask the right questions. Someone capable of asking the right questions and step back and say, 'What are we really trying to accomplish here? And is there a different way to look at it?' This Self-Assessment empowers people to do just that - whether their title is entrepreneur, manager, consultant, (Vice-)President, CxO etc... - they are the people who rule the future. They are the person who asks the right questions to make Business Intelligence BI Systems investments work better. This Business Intelligence BI Systems All-Inclusive Self-Assessment enables You to be that person. All the tools you need to an in-depth Business Intelligence BI Systems Self-Assessment. Featuring 673 new and updated case-based questions, organized into seven core areas of process design, this Self-Assessment will help you identify areas in which Business Intelligence BI Systems improvements can be made. In using the questions you will be better able to: - diagnose Business Intelligence BI Systems projects, initiatives, organizations, businesses and processes using accepted diagnostic standards and practices - implement evidence-based best practice strategies aligned with overall goals - integrate recent advances in Business Intelligence BI Systems and process design strategies into practice according to best practice guidelines Using a Self-Assessment tool known as the Business Intelligence BI Systems Scorecard, you will develop a clear picture of which Business Intelligence BI Systems areas need attention. Your purchase includes access details to the Business Intelligence BI Systems self-assessment dashboard download which gives you your dynamically prioritized projects-ready tool and shows your organization exactly what to do next. You will receive the following contents with New and Updated specific criteria: - The latest quick edition of the book in PDF - The latest complete edition of the book in PDF, which criteria correspond to the criteria in... - The Self-Assessment Excel Dashboard - Example pre-filled Self-Assessment Excel Dashboard to get familiar with results generation - In-depth and specific Business Intelligence BI Systems Checklists - Project management checklists and templates to assist with implementation INCLUDES LIFETIME SELF ASSESSMENT UPDATES Every self assessment comes with Lifetime Updates and Lifetime Free Updated Books. Lifetime Updates is an industry-first feature which allows you to receive verified self assessment updates, ensuring you always have the most accurate information at your fingertips.

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organizations to make informed, strategic decisions that align talent management with broader business goals. By leveraging BI, companies can enhance recruitment, engagement, and retention in ways that traditional methods cannot. This integration not only strengthens organizational resilience but also fosters a more adaptive and competitive business environment. **Harnessing Business Intelligence for Modern Talent Management** delves into the ways BI is reshaping the talent management sector, from revolutionizing hiring practices to boosting employee engagement and retention. It explores not only the technology but also the shifts in mindset required to adopt a data-driven culture within human resources. Covering topics such as data-driven workplaces, talent equity, and workforce development, this book is an excellent resource for professionals, researchers, educators, students, academicians, managers, business leaders, and more.

what are business intelligence bi systems: Data-Driven Business Intelligence Systems for Socio-Technical Organizations Keikhosrokiani, Pantea, 2024-04-09 The convergence of modern technology and social dynamics have shaped the very fabric of today's organizations, making the role of Business Intelligence (BI) profoundly significant. **Data-Driven Business Intelligence Systems for Socio-Technical Organizations** delves into the heart of this transformative realm, offering an academic exploration of the tools, strategies, and methodologies that propel enterprises toward data-driven decision-making excellence. Socio-technical organizations, with their intricate interplay between human and technological components, require a unique approach to BI. This book embarks on a comprehensive journey, revealing how BI tools empower these entities to decipher the complexities of their data landscape. From user behavior to social interactions, technological systems to environmental factors, this work sheds light on the multifaceted sources of information that inform organizational strategies. Decision-makers within socio-technical organizations leverage BI insights to discern patterns, spot trends, and uncover correlations that influence operations and the intricate social dynamics within their entities. Research covering real-time monitoring and predictive analytics equips these organizations to respond swiftly to demands and anticipate future trends, harnessing the full potential of data. The book delves into their design, development, and architectural nuances, illuminating these concepts through case studies. This book is ideal for business executives, entrepreneurs, data analysts, marketers, government officials, educators, and researchers.

what are business intelligence bi systems: Challenges and Opportunities in the Digital Era Salah A. Al-Sharhan, Antonis C. Simintiras, Yogesh K. Dwivedi, Marijn Janssen, Matti Mäntymäki, Luay Tahat, Issam Moughrabi, Taher M. Ali, Nripendra P. Rana, 2018-10-23 This book constitutes the refereed conference proceedings of the 17th IFIP WG 6.11 Conference on e-Business, e-Services and e-Society, I3E 201, held in Kuwait City, Kuwait, in October/November 2018. The 65 revised full papers presented were carefully reviewed and selected from 99 submissions. Topics of interest include, amongst others, the following: social media; information systems; marketing and communications; management and operations; public administration; economics, sociology, and psychology; e-finance, e-banking, and e-accounting; computer science and computer engineering; and teaching and learning.

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critical within just the past few years, and are growing at an unprecedented pace. This book introduces research problems and solutions on various aspects central to next-generation BI systems. It begins with a chapter on an industry perspective on how BI has evolved, and discusses how game-changing trends have drastically reshaped the landscape of BI. One of the game changers is the shift toward the consumerization of BI tools. As a result, for BI tools to be successfully used by business users (rather than IT departments), the tools need a business model, rather than a data model. One chapter of the book surveys four different types of business modeling. However, even with the existence of a business model for users to express queries, the data that can meet the needs are still captured within a data model. The next chapter on vivification addresses the problem of closing the gap, which is often significant, between the business and the data models. Moreover, Big Data forces BI systems to integrate and consolidate multiple, and often wildly different, data sources. One chapter gives an overview of several integration architectures for dealing with the challenges that need to be overcome. While the book so far focuses on the usual structured relational data, the remaining chapters turn to unstructured data, an ever-increasing and important component of Big Data. One chapter on information extraction describes methods for dealing with the extraction of relations from free text and the web. Finally, BI users need tools to visualize and interpret new and complex types of information in a way that is compelling, intuitive, but accurate. The last chapter gives an overview of information visualization for decision support and text.

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