Data Handling and Business Intelligence

Assessment 1

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Research-informed literature

All organizations need to strengthen their decision-making to enhance the performance and success of the business. Business intelligence refers to the technical infrastructure and process that stores the data, collects the data, and also analyzes the data of the activities of the company (Belcheva, *et.al*., 2017). Business intelligence is combined with the regular practices in the organization and is an important tool for extracting the "big data". The Article research "***Realizing the strategic impact of business intelligence utilization***" concludes that business intelligence is useful for extracting big data and it also strengthens your decision-making. There are some dimensions of decision making and these include capabilities of analytics, data integration, quality of content in business processes, and the culture of decision making. Business intelligence increases the economic performance of the business; it also strengthens the ecological performance and reinforces social performance. Business intelligence strengthens the business to a great extent and helps the business to become more successful by using new different tools and technologies. Here, the journal includes the business intelligence utilization and impact concerning the listed Malaysian public companies. The impact of business intelligence and the utilization of business intelligence are discussed in the paper.

Knowledge and Understanding of Subject

Business intelligence leverages services and software that are used to transform the data into useful insights and also use the insights for the decision-making process. The business intelligence tools are used to analyze the data of the business and make insights from the data of the business. The findings are presented with the help of charts, tables, graphs, and reports and by any other methods. The findings show how the business is going and what the state of the business is. Data warehousing includes cleaning of the data, integration of data, and data consolidations (Santoso, *et.al*., 2017). Data warehousing includes the process of collecting the data and managing the data and the analysis of the data provides meaningful and important insights into the business. Data mining is also known as the (KDD) Knowledge Discovery in Database. Data mining is the most important technique that is used for the extraction of important and useful data from a large volume of data. The main impact of business intelligence on organizations is that it boosts the financial performance of the business, enhances the

conservational presentation, and strengthens the Social Performance of the business. The analysis of the data is one of the most important concepts after collecting the data from various sources. The economy of the Malaysia listed companies is evaluated in the paper and the comparison is also done quarterly. The companies use analysis techniques to know the performance of the company and the companies can evaluate the trend according to the business. The strategies are also made by the companies according to the present condition and performance of the business. In the paper, the business intelligence and the impact of using this advanced technology are included and the analysis of the Malaysian companies is also involved.

Analysis

The paper is about business intelligence implementation in companies. The impact of business intelligence on business is also evaluated in the paper. The analysis of the Malaysian companies about the implementation impact of business intelligence is discussed in the paper. Malaysian companies have one of the up-and-coming markets. The Malaysian economic growth will increase by 4.9 percent in the 2019 second quarter in comparison to the first quarter which was 4.5 percent. The analysis of the economic growth of the company is evaluated and from that, it is seen that the economic growth of the company is going forward. Overall, the baseline outcrop is for Malaysian wealth to rise between 4.3 and 4.8 percent for the year. The analysis done for the company is accomplished by using different business intelligence technologies. The collection of the data and the analysis of the data are all done for the listed companies of Malaysia. Data mining and data warehousing are used for the collection of the data, analysis of the data, and taking insights from the data. The data of all the companies are analyzed by the business analytics tools and software and then the data for all the companies are also analyzed. Business intelligence, data warehousing, and data mining all are important parts of a business. There are various impacts of the business intelligence techniques on the company's performance in different aspects like in the performance of the company, decision making capability of the companies, and many more. The paper analyzes all the impacts of business intelligence. The results of the application of these technologies can be used to improve the processes at work, and business intelligence is an important tool in developing the use of information technology in economic companies (Lim & Teoh, 2020).

Practical Application and Deployment

The paper discussed business intelligence and the impression of BI on business. The evolution of Malaysian listed companies is also evaluated with the help of advanced technologies like data mining, data warehousing, and other tools and software for the analysis of the data. There are various steps included in business intelligence are data collection, analysis, presentation, and reporting. There are various advantages of business intelligence in the organization. The implementation of the business intelligence techniques is important and they are practical analyses of everything about the performance of the company (Gupta, 2017). Some of the applications of business intelligence are sales intelligence, visualization, reporting and the management of performance all are the applications of business intelligence. These all are the practical applications of the advanced technologies that help the company in making progress in the future and decision making. The development of all the techniques is for making the work easier. These advanced technologies and tools make the work effective and also save the time of the organization in all the processes like data collection, data mining, data analysis, and decision making. The practical applications of all the skills and tools make for a better understanding of the technologies.

Skills for Professional Practice

Business intelligence is the method of collecting data, loading the data, and then investigating the data that is produced by the happenings of the company.Data collection is a process through which data is collected, sorted and classified using the latest technologies that facilitate and support databases, and work on selecting the most appropriate information.Business intelligence includes the analytics of the business, mining of the data, data infrastructure and tools, and the better practices that are used in the organization for taking the decisions for the company. Some of the skills are essential for business intelligence. The skills are data analysis, problem-solving skills, attention to detail, statistical analysis of the data, technical notation, business acumen, data visualization, special knowledge of the industry, and communication skills (Madni, *et.al*., 2017). All the skills of business intelligence are very important to be present in an organization. The organization is working with lots of new technologies that are important for the organization to analyze the data. Various tools are also used for data mining and analysis of the data. The

knowledge of the tools is important for the company to be more successful and these tools make the work fast and effective. All the skills of the analysis and business intelligence make the work more effective and also help in decision making of a company. The practice for the skills is the best in the organization. The data of Malaysia is also evaluated and analyzed with the help of different techniques and tools.

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