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Assessment 1

Data Handling and Business Intelligence

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Introduction

Business intelligence and analytics technology have become a trend in data collection and analysis and help in providing the information delivery that can lead to improving the support in decision-making (Rikhardson and Yigitbasioglu, 2018). The requirement for business intelligence has increased because of increase in the digital data, which has changed the overall functioning of the organisation. This is the reason it is important for the people to effectively manage the work done by the organisation and enhance the capability of the business (Sun et al., 2020). This next section of the report helps in providing information related to BI and data handling and what are the challenges present in BI, and how they have been implemented in real life.

Business Intelligence and Data Handling

Currently, every organisation in the world have been trying to improve their business work ethics, that have helped me in enhancing their ability to remain active in the market to improve the efficiency of the work (Yiu et al., 2020). This increase in the competition in the business has forced the organisation to improve their working capability because if they do not provide services with high quality, then their competitors need to enhance their ability. Business intelligence is a new and fresh approach that has been used mainly to redefine the work structure and enhance the speed of analysing the data. This inclusion of business intelligence in the system has helped in enhancing the working capability of the organisation (Eidizadeh et al., 2017). This is the reason that the development and adaptation of business intelligence can help enhance the management of the organisation. Apart from the increase in the competition in the market, several other reasons have led to an increase in the use of BI in the organisation. According to Jalil and Hwang (2019), as the technologies are getting advanced, the data retrieved in the organisation has also increased, and it has become more complex and difficult to handle. This increase in the prominence of handling business data should be available in the organisation quickly so that it can easily enhance the ability of the organisation in managing the data. For the management of different methods like data mining and data, warehousing has been the trend, and for the effective adaption of these data handling methods, BI is used.

Challenges present in business intelligence

Business intelligence has become a key source of effective working in the organisation, and this is the reason that the development of the organisation has helped in enhancing its capability of the organisation. However, the adaption of the BI in the organisation is effective, but the main problem that occurs with the organisation is the challenges that BI brings with it related to data handling. According to the research of El Bousty et al. (2018), with the adaption of the BI in the business, the data in the organisation have also increased, and as the data increase, it brings new challenges for the company. The most common challenges that any organisation faces with an increase in the data are related to an increase in the volume of data, variety in data and speed of generation of the data. This is the reason that the increase in the data has affected the overall quality of data, and due to this change performance of the organisation in the market is also gets affected. According to Lennerholt et al. (2018), challenges related to data are increased in the organisation, but at the same time, another challenge that occurs is related to the implementation of BI in the organisation. This issue in the implementation of the data can affect the overall capability of the organisation. Most of the implementation issues

that occur in the BI is related to data accessibility and management, and this is why organisation have been trying to develop methods and techniques so that the accessibility of the data can be managed effectively and efficiently. As the adaptability of the data increase, it can reduce the challenges that any organisation faces while implementing BI in the organisation to gain an advantage.

Techniques present in business intelligence

The organisation that has implemented BI methods in the organisation for handling and managing the data can only be increased if the organisation have been trying to utilise BI properly. As the business market has become dynamic, the organisation has to remain updated and analyse the information properly to make proper decisions. Business intelligence can be helpful in this scenario, and it can improve the performance of the organisation (Lim and Teoh, 2020). The implementation of business intelligence has a high impact on the business if it has been utilised properly, and there are methods that can be used for the implementation of business intelligence.

Use of data mining and warehousing

According to Kurnia (2018), the analysis of business intelligence involves data analysing and handling. As the data that have been implemented in the organisation have increased and become complex and retrieving relevant information is important for the organisation so that proper decisions can be made, and it is helpful for them to increase the effectiveness of the process. For the analysis, there are two methods present in data mining that is predictive analysis and descriptive analysis (Kurnia, 2018). These two software analyses can be used for managing and analysing the data so that its proper information can be retrieved and the best possible decision can be made in the context of the organisation.

Practical implementation of business intelligence

The organisation is all over the world have implemented business intelligence in the system, which has helped those organisations effectively manageability of the organisation to manage the data that can be used for the enhancement of information provided by the organisation. Companies from all over the world have implemented business intelligence which means that people have been trying to improve the efficiency of organisations. According to Divatia et al. (2020), the impact of BIA can be seen clearly in organisations in India. The author has taken cases of different organisations and analysed the impact of BIA in the organisation by using cluster analysis on different sectors. The analysis has shown that sales are the biggest area for

the organisation where the implementation of BIA has been done by the organisations. The implementation of BIA in the organisation has completely improved the working of the organisation, which has helped them in analysing the working capability of the organisation. This is the reason that the development of these organisation can be improved quickly and effectively, which have helped them in competition in the market. Similarly, as per Lim and Teoh (2020), in Malaysia, companies that are publicly listed have implemented BIA, and different strategic impacts have been seen in the organisation. BIA helps in strengthening performance, improving the morale of the employee and improving their economic performance.

Conclusion

The development of the organisation's working capability has helped enhance their performance and in the current era, if the organisation did not perform and gain an advantage then they have to suffer huge losses. This is the reason that the implementation of BIA has become a trend in the organisation and most of them have implemented BIA. Companies in India and Malaysia have implemented BIA and have seen some positive results and with proper utilisation of the BIA, these organisations have enhanced their profit margin and sales.

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