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Introduction

The term Business Intelligence, coined in 1989, is connected with the data-driven decisions of an organization. It includes data visualization, business analytics, data tools and infrastructure, and data mining to give organizations assistance in making data-driven decisions. Modern Business Intelligence solutions highlight the enlisted data on trusted platforms, flexible self-service analysis, empowered business users, and smoothness to inner capacity (tableau, 2022). BI method is used as a system to share information across organizations. To operate a business organizations have different questions and also target works. For this purpose, they have to accumulate different kinds of necessary data, analyze these and fix the actions that they must take to reach their aim. Business Intelligence helps in this process of achieving their tech-based business.

Artificial Intelligence

Artificial Intelligence is a kind of intelligence that is devoid of the natural and spontaneous intelligence of animals and human beings and is also called machine intelligence, performed by machines. The activities of artificial intelligence include learning, problem-solving, speech recognition, and planning. As the activities are performed by different parts of Robotic technologies, Artificial Intelligence plays a pivotal role in this process of working. This technology works with the aspects of the thinking process, its representation, and its utilization. Different features of Artificial Intelligence are - continuous learning, perception, motion, self-decision, forward-looking, and capacity of adapting and predicting (researchgate, 2022). From the huge amount of information, AI can recognize the pattern using algorithms from which AI technology can identify the tasks through various rounds of trial. AI increases human intelligence by delivering productivity and insights. Nowadays scientists continuously strive to invent strong AI which is as same as a typical human being with the capabilities of problem-solving through its machine learning and robotics technology. Besides, they are also trying hard to achieve superintelligence which can go beyond the capacity of human minds. Human attitude is full of bias but by using NLP or Natural Language Processing people can communicate with the computer with their language or language-related tasks and in this process, machines can do these tasks without indignation and surely with smooth accuracy. Some of the companies that use Artificial Intelligence are - IBM, Facebook, Apple, Amazon, Alibada, etc. With the help of this digital colleague, IBM is improving its business by boosting its human resource capabilities.

Data Visualisation

BI system focuses on the various data visualization and interaction techniques and forms through static and interactive reports, more complicated analytical visual tools, and digital dashboards. BI method works through a set of processes, applications, architectures, and technologies that collect and transform the core data into comprehensible and meaningful information. Using the information helps in business performance by more effective tactical and strategic insights with decision-making power (Zheng and J.G, 2017). With a growing force, data visualization has been increasing for the last few years in the analytics and BI industry emphasizing self-service. Data visualization unites psychology, art, technology, and decision science as an interdisciplinary field to make a better understanding of BI and analytics for the users. The BI process covers data accumulation, data cleaning, data storage, data analysis, and data presentation which explains the interfacing layer between data and humans. When data visualization is used in the context of business intelligence, it is called business data visualization which is displayed through graphical and visual presentation. In data visualization, interactive and visual exploration of data with varieties of types and sizes are captured. Its purposes spread to a wide range giving importance to understanding ideas, information seeking, navigation, browsing, analysis and decision support, etc. Some big companies using data visualization technology are - Refinery 29, GE, Spotify, Valuenex, and others.

Cloud Analytics

The value of Cloud Analytics is immense in the modern business world. Cloud computing serves IT capabilities to companies through the internet. It is structured by economies of scale with a dynamically scalable and virtualized computing power full of platforms, storage, and services to external customers via the internet. Cloud technology provides a new business model, named pay-as-you-go for the IT operations of companies to deliver, follow and support platform, application, infrastructure, and business capacities (Thompson *et al* 2010). Among the four layers of Cloud computing, there are Industry clouds at the top layer. This system manages internet-enabled business processes including expense management, processing, etc. Then the layer of Application Cloud comes serving from procurement to ERP systems and content management systems. The third layer tells about the platform cloud that permits the software vendors for developing online applications fast with the aid of third-party infrastructure. Infrastructure Cloud or Utility computing is included under the last layer of

cloud computing. Here the computing vendors send raw materials of infrastructures like - network bandwidth, processing power, memory, and storage to the companies. Special software is used for operating cloud applications and it is hosted on public or private clouds. Companies like - Netflix, Pinterest, Vivino, Coca-cola, etc use Cloud technology to give their business a better flourishing.

Augmented Analytics

Augmented analytics is a kind of analytics that works with machine learning, artificial intelligence, and natural language generation through which the next level of breakage in the data and analytics market will be marked with greater insights. According to Gartner, for big data and analytics Augmented Analytics will become a vital part of the future making BI strategies improved and providing an innovative approach. It can give a faster entrance to insights from various data helping to produce insights, disclose hidden patterns and decrease bias. Different organizations want to apply this technology for not only its democratic principles but also for its simplicity for business experts and users to make necessary decisions without the help of business professionals and data scientists (P.Ukhalkar *et al* 2021). With the help of Augmented Analytics, the business users can recognize the main cause of the problem very easily, determine the unknown opportunities for business growth and supply unbiased data analysis, improve a prompt enterprise, and democratize insights from BI to expand overall business performance and transform effective insights into opportunities. Some benefits that are included under Augmented Analytics, are - it conducts in-depth automated data analysis with IT support systems that concentrate on business strategies, it makes overall data analysis simple, etc. Names of some companies that use augmented analytics are - Sisense, Salesforce, TIBCO, SAP, SAS, etc (Em360tech, 2022).

Business Activity Monitoring

BAS system is made up of two phases of frameworks - a preliminary survey of existing enterprise information systems and BAM system design. The first one looks into the existing enterprise information system to recognize the data waves from heterogeneous data sources which are necessary for activity monitoring, while the latter part consists of five phases (Han *et al* 2010).

Preliminary Survey Phase

Business bodies should define the communication architecture between a BAM system and other application systems to look into the EIS system. This system is classified into two parts a transaction processing system and an analytical processing system (Han *et al* 2010). The transaction processing system and analytical processing system are handled separately to save the predefined performance of the transaction processing system.

BAM System Design Phase

This phase is based on PPMM that consists of five steps such as - conceptual dashboard design, defining events for monitoring, defining monitoring objects based on PPMM, defining presentation rules, and defining data stream. In the conceptual dashboard design phase, the format of the dashboard is displayed to show the status of selected business processes (Han *et al* 2010). In the next stage, events are monitored to pursue the status of selected business processes on the dashboard. In the phase of defining a data stream, from the various sources data are flowing that are used directly or needed to be transformed. It is a presentation layer for monitored data.

Conclusion

From the above report, different modern trends of Business Intelligence can be come across with a comprehensible and clear explanation of their use, application, utilization, and prospects. It can also be known which companies are using these modern trends of BI for giving their business a prosperous shape to go further. No doubt, these modern technologies will have a great contribution and value to the future business world.

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