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Introduction

The report aims to highlight the use of business intelligence. It has been explained in the case that in the current business world, companies are no longer wondering whether data visualisation enhances the analysing, and there is a need to explain the data story using the modern BI dashboard software. In addition, it is also highlighting that in the coming years, data security and discovery with a combination of attractive presentations will be in demand. Therefore, the report aimed to highlight business intelligence and focus on other areas. In the beginning, business intelligence is explained briefly. Apart from this, the trends of business intelligence are demonstrated. Furthermore, it is also explained why businesses should implement business intelligence trends. Lastly, a conclusion is given in which the findings are summarised.

Business Intelligence

According to Chaudhuri et. (2011), business intelligence combines business analytics, data mining, data tools, data infrastructure, data visualisation and all the best practices that help the business make more effective and data-driven decisions. The author has further stated that the main objective of business intelligence is to improve the decision-making process and provide a competitive environment. Another study conducted by Ain et al. (2019) stated that business intelligence has been revolutionised in the past few years, and all the data has exploded. It has become huge, and we can access the data through the cloud. The use of spreadsheets has ended, and data visualisation and business dashboards have been initiated.

Furthermore, BI is software that ingests all the business data and helps it present in a way that people understand easily, such as dashboards, charts, reports, etc. One of the studies presented by Jaradat et al. (2022) indicated that business intelligence does not guide businesses about the tasks they need to perform. Also, BI is more than just a tool for generating business reports. It helps people examine the data by understanding it through different trends and other business opportunities.

Trends of Business Intelligence

Mirchandani and Gaur (2019) indicated that data and business will always continue working while they will work on improving themselves every day. Within the socio-economic crisis such as the Covid'19 pandemic, business intelligence is getting critical daily, and it will take the business to survive or thrive. The emerging trends of business intelligence are explained further.

Augmented analytics and automation

According to a study conducted by Pustokhina et al. (2021), forecasting business trends with the help of predictive analytics is not considered an issue, and it is not restricted to data scientists now. It can be done quickly by implementing NLG (natural language generation), machine learning and automation. It is important to note that automation is one of BI's most common trends, speeding delivery pipelines and increasing data volumes. In addition, BI is initiated from all the conceivable information sources, such as webpage views, social media, and other connected networks. Application integration can connect all the areas, relying on the APIs to shape the analytics because it connects seamlessly with other BI, CRM and ERP systems.

Data governance

Assigning prior roles is considered a practical move that helps reap rich dividends. It has been identified by Tamang et al. (2021) that BI software, having built-in role-based permission control and authentication protocols, is highly in demand in the current times. It directly impacts the quality management of the data.

Mobile Analytics.

Mobile intelligence is one of the most critical aspects of the data pipeline. Mobile insights give the project manager valuable insight for developing mobile applications because they can contain audio, video, images, and text and stream the data (Dorti and Akdemir, 2021).

Natural Language Processing

Currently, NLP is one of the most running trends of BIO, and it holds much potential in the future times of business intelligence. Additionally, voice-activated searches will help make data discovery easy and effective. It also incorporates chatbots, topic detection, document summarisation and many more (Tamang et al., 2021).

Natural Language Processing

Market Growth 2020-2026

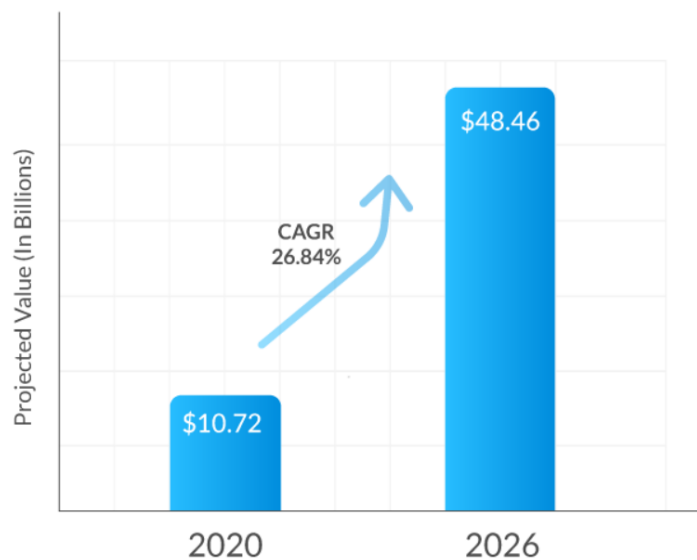


Figure 1 Market growth of NLP

Source: (Tamang et al, 2021)

Embeddable Data Stories

Storytelling via data is another common BI trend because companies are trying to use visual analytics to convey their ideas or messages to the stakeholders. It has been identified by Pustokhina et al. (2021) that embedding the data stories in the systems and applications will help eliminate the use of traditional reports that consume much time (Pustokhina et al., 2021).

Why businesses need to implement BI trends

BI is the combination of data mining, data visualisation, data tools and data infrastructure. Data is commonly used for driving change rather than adapting the supply changes and eliminating inefficiencies (Parida and Wincent, 2019). BI is evolving per business needs, and businesses can benefit from modern telecommunication, such as CPaaS solutions. Furthermore, BI trends will help make effective and better business decisions. It is important to note that artificial intelligence and machine learning are improving every data, making intelligence more accessible. Therefore, instead of manually entering, AI can make it automatic to increase business efficiency, eventually providing a better experience for the business (Gupta. and Jiwani, 2021).

Furthermore, incorporating the trends of BI helps in improving productivity. One of the studies conducted by Alameeri et al. (2021) stated that BI tools help prioritise other works. It centralises the data and enables the business to develop automatic dashboards. The author has further stated that the reports' data will help purify the business processes. Another major factor

in implementing BI trends is increasing customer knowledge and providing a better customer experience. BI allows organisations to process data through multiple sources for developing a 360-degree client profile (Shao et al., 2022). In addition, it will enable the business to focus on the customer demographic, such as what customer is buying, what customer is looking for, and vice versa.

Moreover, effective implementation of BI ensures data accuracy and compliance. It is imperative to note that data protection regulations are getting strict worldwide. New rules related to how the business can store, capture and use personal information are introduced. BI allows the identification of where the data resides and who is accessing it (Susanto et al., 2021). It has been identified from the study conducted by Parida and Wincent (2019) that BI provides the tools through which businesses can target specific marketing campaigns. It will provide information regarding customer behaviour and needs through which the marketing strategies can be developed effectively.



Figure 2 Trends of BI in the business industry

Source: (Alameeri et al., 2021)

Conclusion

The report has identified that the main objective of business intelligence is to improve the decision-making process and provide a competitive environment. Different BI trends are identified, including Augmented analytics and automation, Data governance, mobile analytics, NLP and embeddable storytelling. Furthermore, it is also found that the business needs to implement the emerging BI trends because it helps improve overall business performance.

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