

# Substantial Interest of Business Intelligence: An Implementation Approach for used in Practice

**Syaifuddin**

Universitas Prima Indonesia, Medan, Indonesia.  
E-mail: drsyaifuddin@gmail.com

**Phong Thanh Nguyen\***

Department of Project Management, Ho Chi Minh City Open University, Vietnam.  
E-mail: phong.nt@ou.edu.vn

**Quyên Lê Hoàng Thủy Tô Nguyễn**

Office of Cooperation and Research Management, Ho Chi Minh City Open University, Vietnam.  
Email: quyen.nlhtt@ou.edu.vn

**Vy Dang Bich Huynh**

Department of Learning Material, Ho Chi Minh City Open University, Vietnam.  
Email: vy.hdb@ou.edu.vn

**K. Shankar**

Department of Computer Applications, Alagappa University, India.  
E-mail: shankarcrypto@gmail.com

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## **Abstract**

The term business intelligence is the process to grab new ideas and present methodologies which helps to get new process of cost cutting, business profit and automation of business. The business intelligence use automated tools to analyze business and its progress. Compare business strategies like marketing, digital marketing, and other publicity methods with competitors strategies and found new business opportunities. In this research it is studied that how much business intelligence is important for the growth of business. The best example of business intelligence based system is the electronics comers business such as Amazon, eBay etc. Amazon is regularly updating itself by the time and Amazon is totally dependent on the business intelligence tools such as record consumers behaviors, regularly keep watch on latest trends on market, focus on affiliated and interest based marketing. So that the customer will see the advertisement on other websites based on the searches he performed in past on other shopping websites. It may lead get more business opportunities. For sellers the Amazon also provides many tools such as price comparison of product with competitors same product, suggest the trendy items and guide sellers for the betterment of business.

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**Introduction**

The business strategies are changing every day and the business tactics are grabbing the trendy and impressive methods for marketing. The business intelligence is the most important key for the business who really want to grow in less time. The term business knowledge is the procedure to snatch new thoughts and present systems which gets new procedure of cost cutting, business benefit and globalization of business. The business knowledge utilize robotized apparatuses to dissect business and its encouraging.

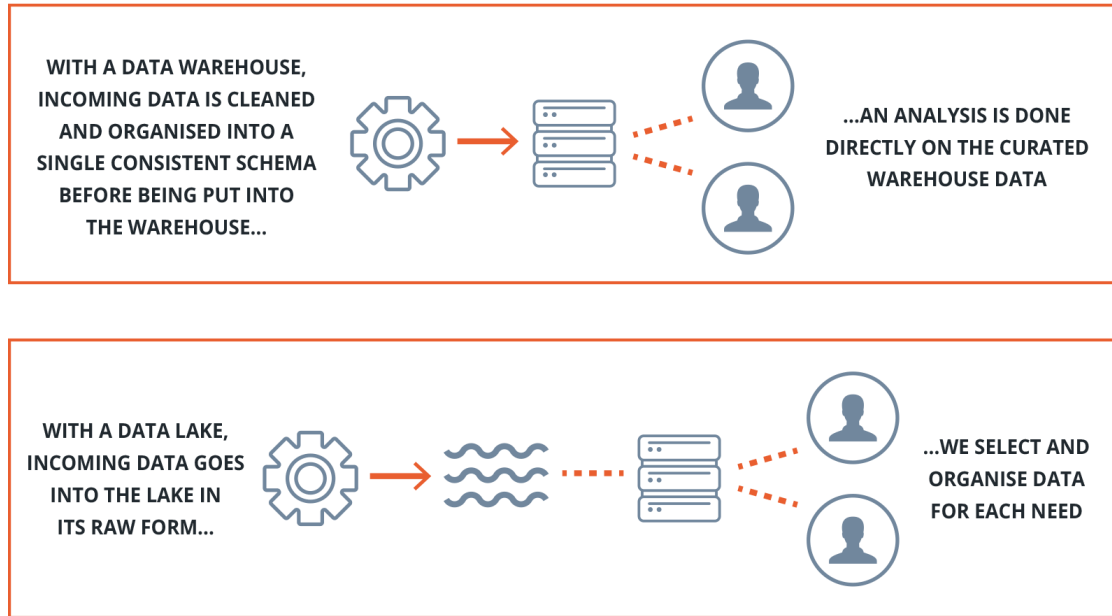


Figure 1. Business Intelligence Specialist Role for Business

Analyze business techniques like promoting, computerized advertising, and other exposure techniques with contenders systems and found new business openings. With the goal that the client will see the ad on different sites dependent on the ventures he performed in past on other shopping sites.

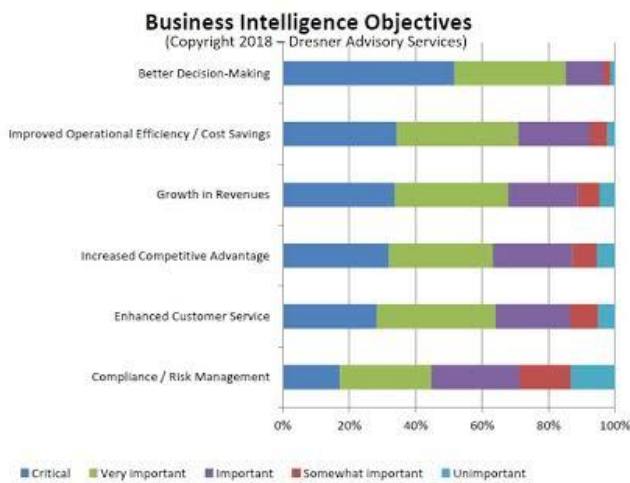


Figure 16 – Business Intelligence objectives

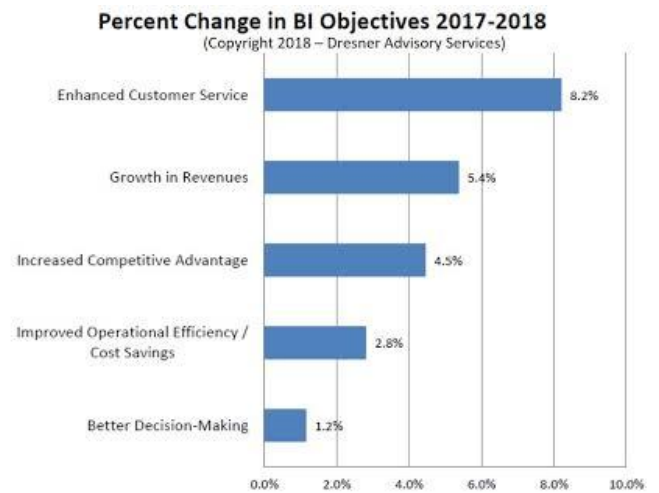


Figure 18 – Percent change in BI objectives 2017-2018

Figure 2. Business Intelligence Objectives

It might lead get more business openings. For venders the Amazon additionally gives numerous devices, for example, value examination of item with contenders same item, recommend the popular things and guide merchants for the advancement of business.

### The of Business Intelligence (BI) Methods

Although there are many approaches available for the business intelligence. But the five selected approaches BI are given in the table Below:

TABLE 1. BUSINESS INTELLIGENCE APPROACHES

<b>OLAP (Online Analytical Processing)</b>	This segment of BI enables officials to sort and choose totals of information for key checking. With the assistance of explicit programming items, a confirmation in business knowledge enables entrepreneurs to can utilize information to make acclimations to by and large business forms.
<b>PA or Business Performance Management (BPM)</b>	This arrangement of apparatuses enables business pioneers to take a gander at the insights of specific items or administrations. For example, an inexpensive food chain may examine the closeout of specific things and make neighborhood, local and national alterations on menu board contributions thus. The information could likewise be utilized to foresee in which markets another item may have the best achievement.
<b>Traditional Business Intelligence</b>	The best example of business intelligence based system is the electronics comers business such as Amazon, eBay etc. Amazon is regularly updating itself by the time and Amazon is totally dependent on the business intelligence tools such as record consumers behaviors, regularly keep watch on latest trends on market, focus on affiliated and interest based marketing. So that the customer will see the advertisement on other websites based on the searches he performed in past on other shopping websites. It may lead get more business opportunities.
<b>Data Warehouse</b>	Data warehouses are playing very important role in the business like ecommerce or online shopping portals. This is the very convenient way to boos the process of shipping a product chich is ordered by the customer. The warehouse take charges from the seller for stocking their products in their warehouse and whenever a order is received they pack and ship it by them self. It saves too much time and the minimize the chance of fraud activities or chances of sending wrong products to the customer. Even such strategies enables the business from the false claim of the customers..
<b>The Data Storage Sources</b>	Storing the data is also important. The data should be keep stored in a safely manner like password protected database or spreadsheets. Secure web portals or cloud storage etc.

### Advantages of Business Intelligence and Its Process

The advantages of business insight and examination are ample and shifted, however they all make them thing in like manner: they bring power. The intensity of learning. Whichever the unit they sway, they can change your association and approach to work together profoundly.

- Comprehend your clients all the more viably
- Drive execution and income
- You can review leads
- Recognize deals patterns
- Give customized administration all the more effectively
- Improve operational effectiveness

In this exploration it is considered that how much business insight is significant for the development of business.

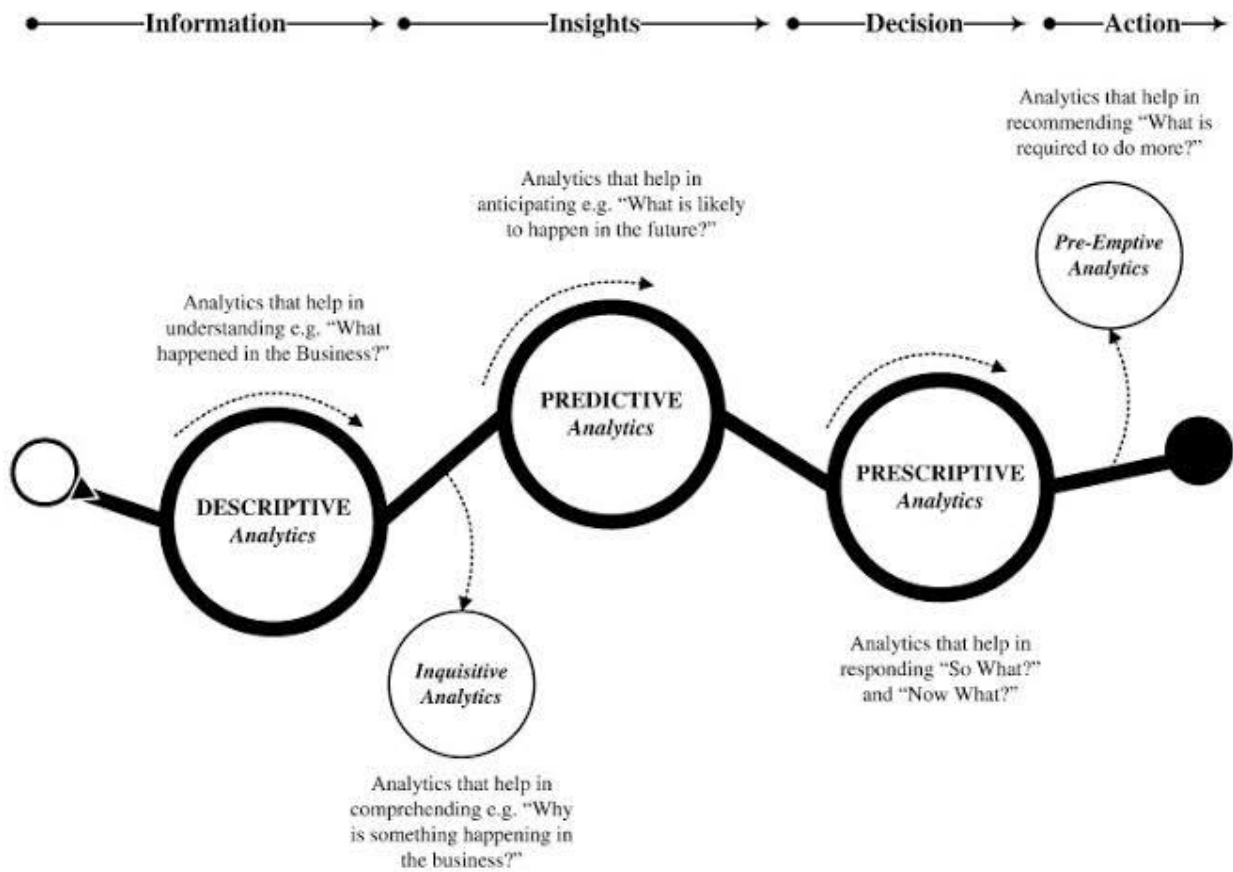


Figure 3. Deep Analysis of Business Data and Role of Business Intelligence

The best case of business insight based framework is the hardware comes business, for example, Amazon, eBay and so on. Amazon is normally refreshing itself when and Amazon is absolutely reliant on the business knowledge devices, for example, record buyers practices, consistently keep watch on most recent patterns on market, center around partnered and premium based showcasing.

### Conclusion

In this research the dependency on business intelligence tools are studied. It is very important to get updated with the latest trends in business marketing and intelligent tools which analyze the business data and always guide the way for business growth. The term business knowledge is the procedure to snatch new thoughts and present systems which gets new procedure of cost cutting, business benefit and robotization of business. The business knowledge utilize robotized apparatuses to dissect business and its encouraging. Analyze business techniques like promoting, computerized advertising, and other exposure techniques with contenders systems and found new business openings. In this exploration it is considered that how much business insight is significant for the development of business.

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