

# *From Business Intelligence to Business Analytics*

Manel BRICHNI\*

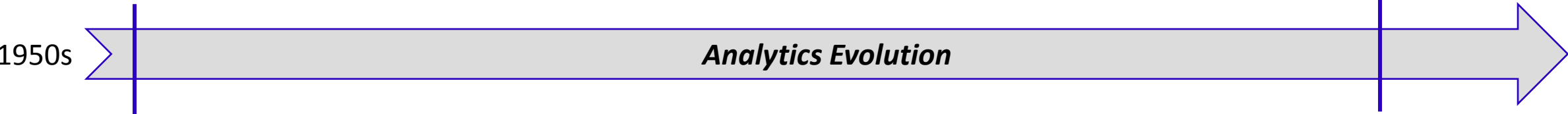
\*Luxembourg Institute of Science and Technology (LIST)

manel.brichni@list.lu

**EUROPEAN DATA SCIENCE CONFERENCE**

**7. NOVEMBER 2016 - 8. NOVEMBER 2016**

# Analytics Capabilities Evolution

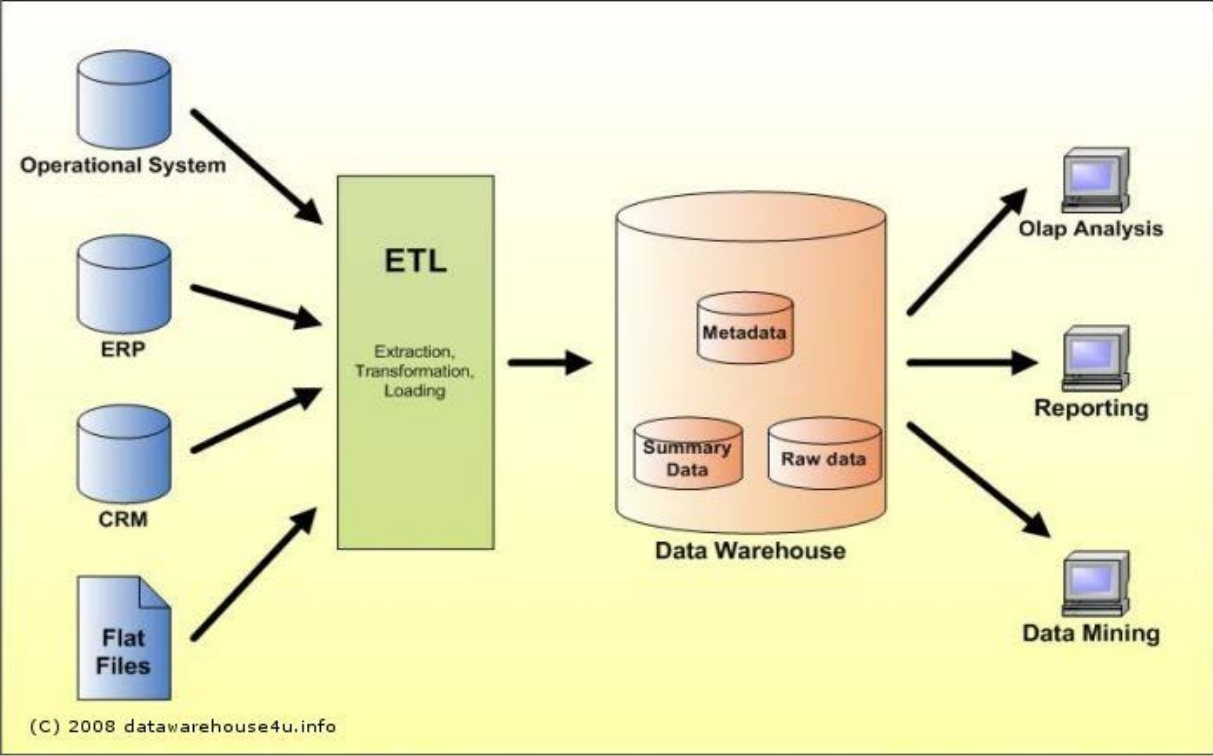


## Business Intelligence (BI)

- Descriptive: what happened?
- Reaching an objective
- Deep understanding
- Fact-based comprehension
- Making decisions

## BI limits

- Evolution of business requirements
- The way data is generated nowadays
- 80% of the world's data is unstructured
- Non-traditional data sources # transactional data
- High volume of data at ever-higher velocities and varieties



happened?  
might happen?  
could we do?

# Business Analytics Capabilities

## 1. Analytical capability

- To apply a set of techniques and methods
- To consider high volume, variety and velocity of data
- To support descriptive, prescriptive and predictive analysis
- Examples: regression analysis, machine learning and simulation

## 2. Decision making support capability

- To use a set of deliverables
- Examples: historical reports, queries, dashboards

## 3. Data and information management capability

- To integrate, organize, store, track and share data assets in real time
- Examples: NoSQL and the Hadoop distributed file system

# Business Analytics Challenge

*The ability to align analytical tasks with management strategies to take advantage of its capabilities*

- Various types and volumes of data sets and data sources
- Embedded and automated data exploration and analytics platforms into operational and business processes.

- New strategies and management approaches
- New ways of managing and collaboration with a variety of disciplinary data teams

***BA has been applied to several fields, such as supply chain, healthcare or banking  
=> a challenging and continuously evolving field***

**Thank you**