



# Business Intelligence

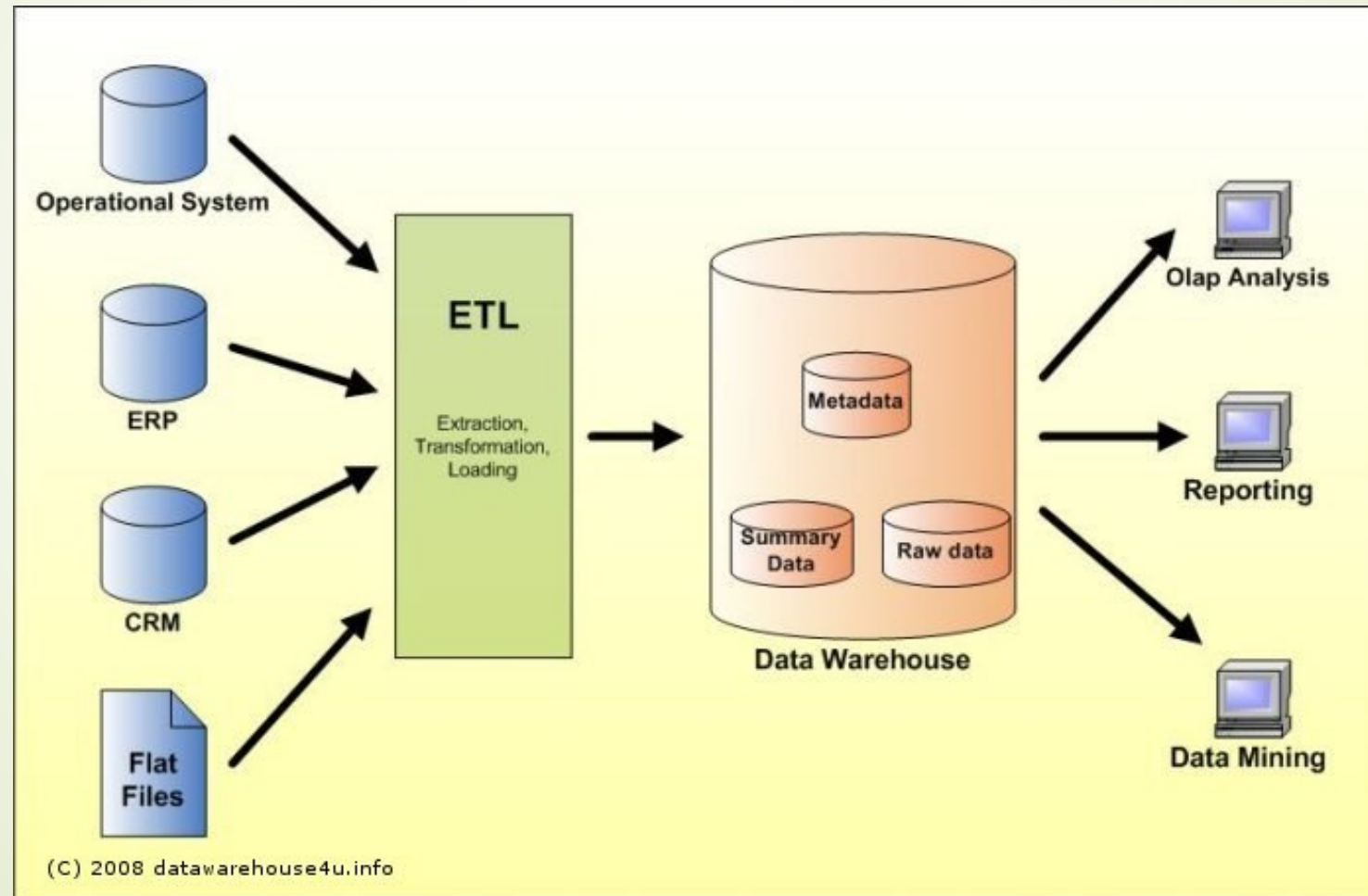
oleh: Ahmad Syauqi Ahsan



# Apa itu BI ?

- “BI refers to application and technology, which is used to gather, provide access to, and analyze data and information about the company operations”
- BI bukanlah sebuah produk ataupun system
- Pada tahun 1989 Howard Dresner (peneliti di Gartner Group) mempopulerkan terminology “BI” sebagai kumpulan dari konsep2 dan metode2 yang digunakan untuk meningkatkan proses pengambilan keputusan dengan menggunakan system pendukung yang berbasiskan data factual.

# Posisi BI

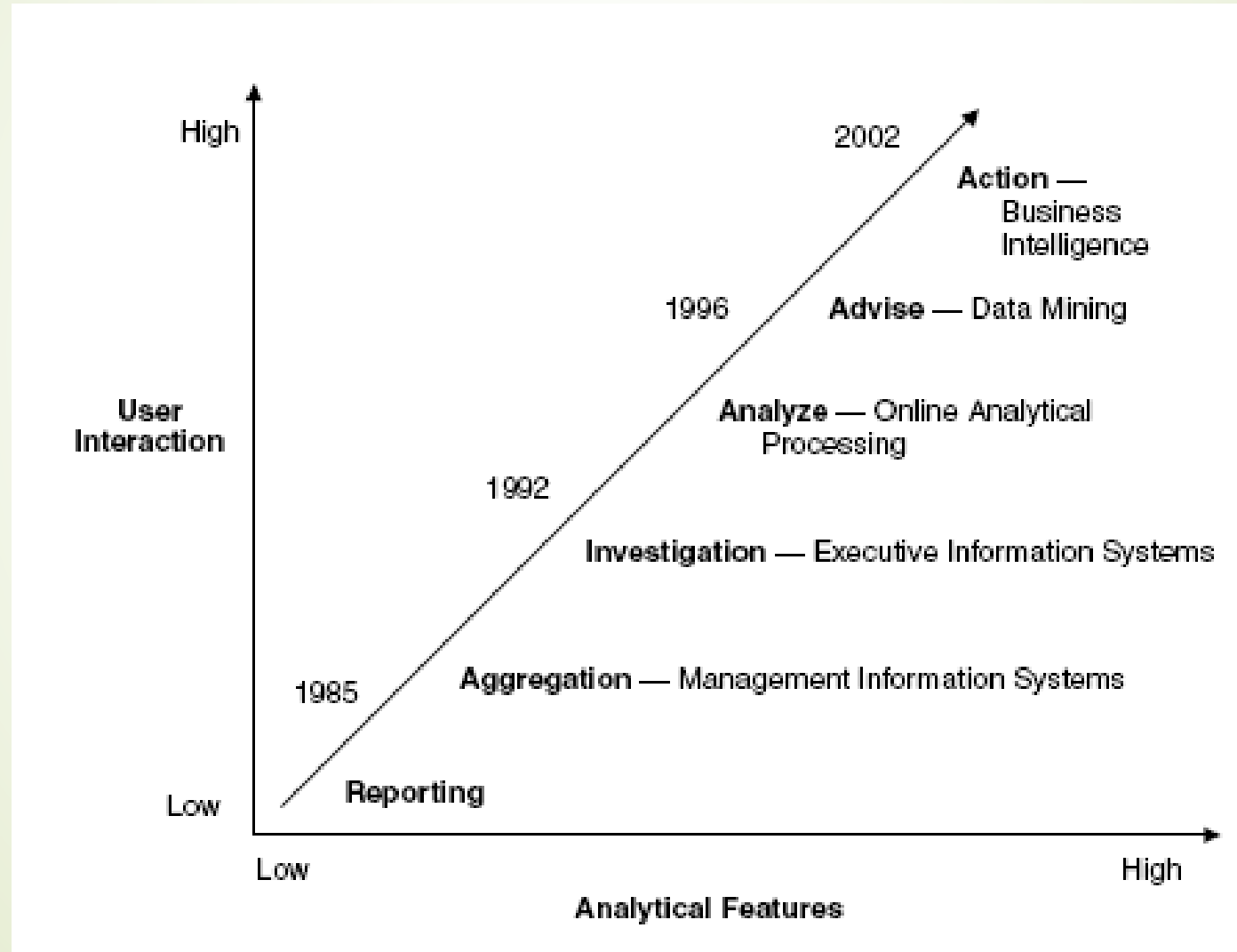




# Kenapa BI?

- Pengambilan keputusan yang cepat dan lebih terpercaya
- Mengenal dan memaksimalkan kekuatan perusahaan
- Mempermudah usaha-usaha marketing
- Meningkatkan hubungan antara perusahaan dengan konsumen
- Menyelaraskan usaha-usaha dengan strategi perusahaan
- Meningkatkan pendapatan dan keuntungan

# Evolusi dari Laporan statis ke BI






# Tahapan2 pada BI

- Data Sourcing: mengumpulkan data dari dokumen, database, gambar, file media, dan website
- Data Analysis: mendapatkan pengetahuan yang bermanfaat dari kumpulan data data mining
- Situation Awareness: menghubungkan antara fakta dan kesimpulan dan mengeluarkan informasi yang tidak relevan.
- Risk Analysis: melakukan identifikasi terhadap resiko maupun keuntungan yang akan diterima jika sebuah keputusan ataupun tindakan dilakukan
- Decision Support: menggunakan software yang semi-interactive untuk mendapatkan keputusan dan strategi yang baik



## BI dapat membantu perusahaan dalam menganalisa:

- Perubahan trend pada pangsa pasar
  - Perubahan pada perilaku konsumen dan pola belanja mereka
  - Preferensi dari konsumen
  - Kemampuan perusahaan
  - Kondisi pasar
- 





# Teknologi pada BI

- ▶ Sistem computer yang aman dan mempunyai level akses bertingkat terhadap data warehouse
- ▶ Mempunyai kapasitas penyimpanan data yang mencukupi, serta rencana berapa lama data akan disimpan
- ▶ BI Analyst telah membuat tool untuk melakukan pengumpulan dan analisa data dalam jumlah besar dan tidak terstruktur seperti:
  - ▶ Data-data produksi
  - ▶ Statistik penjualan
  - ▶ Laporan kehadiran
  - ▶ Gambaran jumlah pengurangan konsumen
  - ▶ dan lain-lain






# BI Tools




- ▶ AQL – Associated Query Logic
- ▶ Balanced Scorecard
- ▶ Business Activity Monitoring
- ▶ Business Performance Management
- ▶ Business Planning
- ▶ Business Process Re-engineering
- ▶ Competitive Analysis
- ▶ User/End-User Query and Reporting
- ▶ Enterprise Management System
- ▶ Executive Information System
- ▶ SCM – Supply Chain Management
- ▶ Demand Chain Management, dan
- ▶ Finance and Budgeting tools.



# Aplikasi BI yang lain yang digunakan untuk mengumpulkan dan menganalisa data

- ▶ Data Mining, Framing & Warehousing
- ▶ (DSS) and Forecasting
- ▶ Document Warehouse & Management
- ▶ Knowledge Management
- ▶ Mapping,
- ▶ Information Visualisation and Dashboarding;
- ▶ Management Information System (MIS);
- ▶ Geographic Information System (GIS);
- ▶ Trend Analysis;
- ▶ Software As A Service (SaaS)
- ▶ Business Intelligence offerings (On Demand)
- ▶ Online Analytical Processing (OLAP) and
- ▶ Multidimensional analysis
- ▶ sometimes called "Analytics"
- ▶ (based on the "hypercube" or "cube");
- ▶ Real Time Business Intelligence
- ▶ Statistics and Technical Data Analysis
- ▶ Web Mining, Text Mining and
- ▶ Systems Intelligence



Aplikasi BI yang lain yang digunakan untuk mengelola sisi “manusia” dalam perusahaan

- Customer Relationship Management (CRM)
- Marketing Tools
- Human Resources applications.
- Web Personalisation

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Terima Kasih

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