

# **Understanding Business Intelligence**

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# Business Intelligence

- Development Roadmap
- Major Components
- Data Mining

# **Development Roadmap**

## (1) **Business Opportunity Evaluation**

Business Case Assessment

## (2) **Business Process Planning**

Company Profile Evaluation

Project Planning

## (3) **Business Analysis**

Business Profiling

Market Analysis

Marketing Research

Business Forecasting

# Development Roadmap

(4) Data/Info Retrieval Implementation Design

Database Design

Extract/Transform/Load Design

Meta Data Repository Design

(5) Business Processes Development

ETL Development

Application Development

Data Mining

(6) Specific Business Application Development

Implementation

Result Evaluation

Application Revision

# Business Intelligence

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# **Major Components**

- Operational Database
- Informational Database
- On-Line Transaction Processing
- Data Warehouse
- Data Mart
- External Data Source
- On-Line Analytical Processing
- Meta Data
- Data Mining

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# **Data Mining**

## **Analytical and Modeling Techniques**

- The Association Mining functions
- The Sequence Rule Mining functions
- The Classification Mining functions
- The Clustering Mining functions
- The Regression Mining functions