

Essential Business Intelligence for Small Business

G Chinomona

A 3D-rendered puzzle piece is the central focus, tilted at an angle. The piece is blue and features the words "BUSINESS" and "INTELLIGENCE" in large, white, bold, sans-serif capital letters. The text is arranged in two lines, following the tilt of the piece. The puzzle piece has a white border and is surrounded by other white puzzle pieces, some of which are partially visible. The lighting creates soft shadows, giving the piece a three-dimensional appearance.

**BUSINESS
INTELLIGENCE**

Agenda

- What is Business Intelligence (BI)?
- Why Business Intelligence
- Purpose for Business Intelligence
- Weaving BI into system fabric
- The Case for Business Intelligence in a Digital Age
- Critical success factors
- BI Project Pitfalls
- Possibilities
- Comments, Contributions & Questions

Introduction



Godfrey is the president and founder of Acextic Corporation, a technology consulting company based in Chicago USA. He is an accomplished business technology and security consultant.

He is passionate at delivering solutions, results and value to business by building and management of effective teams, and ensuring technology is the best fit for client organizations. He brings extensive experience from across the globe including Zimbabwe, Botswana, South Africa and the USA.

He has consulted at major USA corporations since 2000 including AT&T, Motorola, ADP just to mention a few.

He is a Certified Business and Information Technology Consultant with an MBA and a Masters in Computer Information System.

Certified Project Manager (PMP)

Certified Information System Security Professional (CISSP)

Chairman of the Board of Director of the United African Organization with a mission to help African immigrants settle in the USA

Follow on Youtube: "A moment with Godfrey"

Changematics (Coming soon!)

What is Business Intelligence

Business Intelligence (BI) focus on creating information for decision making; it is the process of creating insightful and actionable business information.

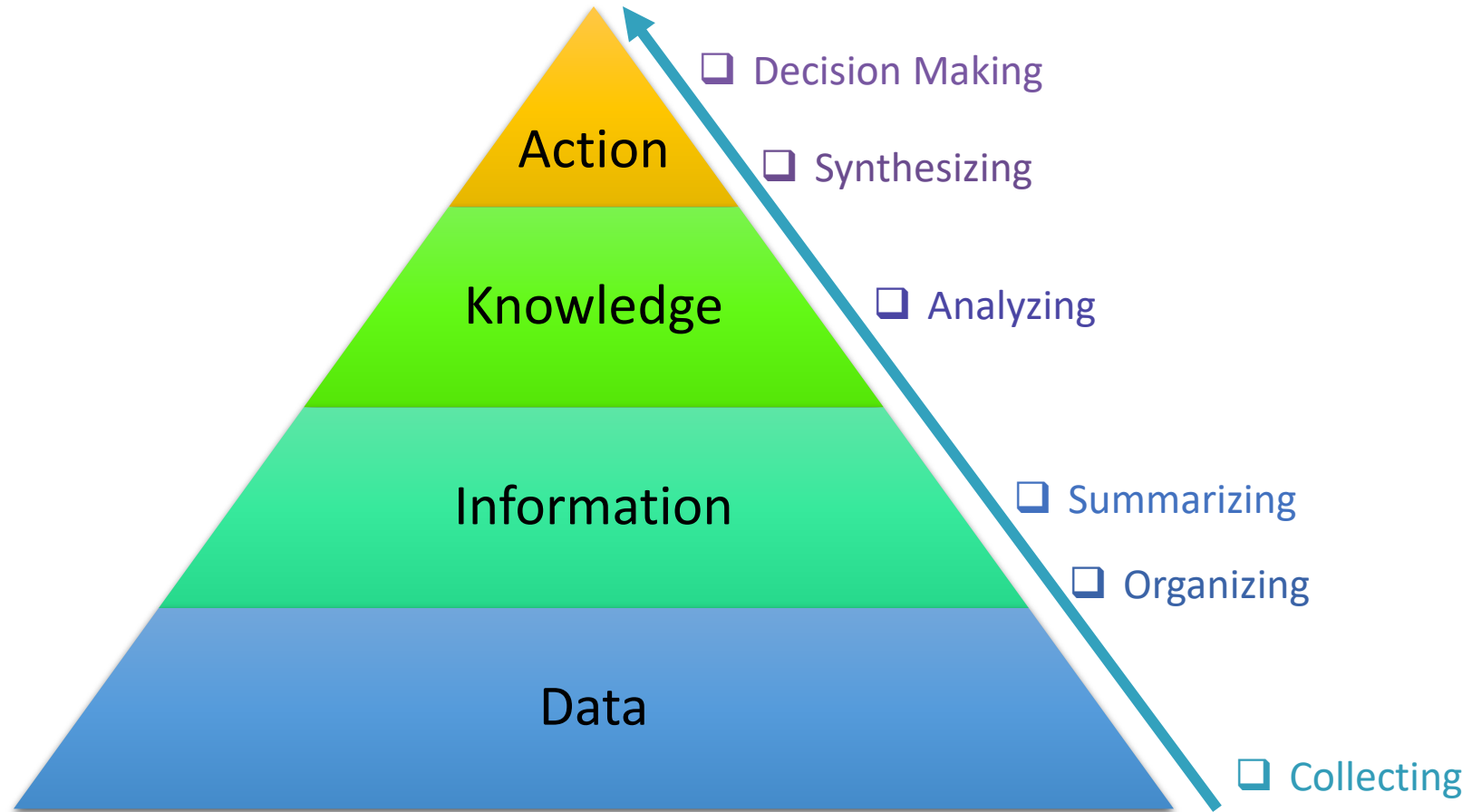
Major BI activities, including:

- Data mining
- Online analytical processing
- Querying
- Reporting, visualizations and Dashboards

Purpose for Business Intelligence



Weaving BI into the fabric of Processes



Case for Business Intelligence



Free and Open Source BI tools

- **MS Excel**
- **Power BI**
- **Birt**
- **ClicData**
- **The ELK Stack**
- **Helical Insight**
- **Jedox**
- <https://logz.io/blog/business-intelligence-tools/>

Comments & Questions

