"An overview of business intelligence technology."


Businesses utilize DB techniques discussed in CSCI 5708
Overview

- Business Intelligence (BI) enables decision making
- An important part are databases for different purposes
What is new to us? (1/2)

- CEP Engine processes streaming data
- Enables near real-time decisions
- Define “events” & monitor in data stream
- “Standing” queries trigger computations on events
- Challenges: irregularities in data, multiple queries & optimization

Complex Event Processing Engine
Book Chapter 26.1 (Active Databases, Triggers)
What is new to us? (2/2)

- Integrated Model for Enterprise Search
- Store Data in Content Index
- Crawl Query vs Serve Query
- Ranking
- May require manual tuning of relevance of results
- Chapter 27 (Web Search)
Quiz

Assign business problems to topics:

1. “A sales manager wants to view the revenue figures over the last few months”
2. ”A company has problems with different formats for the same field”
3. “The senior management wants to optimize advertisement”
4. “An analyst at a bank wants to use an algorithm that reacts to changes at the stock market”
5. “A service agent wants to view all the documents of a specific customer”
Architecture

Figure 1. Typical business intelligence architecture.