



How Digital Leaders  
are Generating ROI with  
**BI and Advanced  
Analytics Initiatives** 



All business operates with data – information generated from your company’s many internal and external sources.

And these data channels serve as a pair of eyes for executives, supplying them with the analytical information about what is going on with the business and the market.

Accordingly, any misconception, inaccuracy, or lack of information may lead to a distorted view of the market situation as well as internal operations – followed by bad decisions.

Making data-driven decisions requires a 360° view of all the aspects of your business, even those you didn’t think of.

But how to turn unstructured data chunks into something useful?

The answer is **business intelligence.**

## Highlights

What BI and Analytics Means to Business

Reasons Why Entrepreneurs Opting for BI and Analytics Strategies in 2023

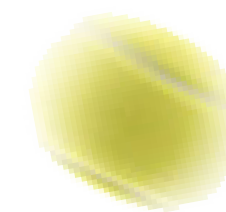
Benefits of Using Capabilities of Business Intelligence in Your Business

Benefits Of Adopting Data Analytics in Your Business

Emerging BI & Analytics Trends for 2023

How Data Visualization in BI Helps Enterprises in Increasing Business Performance





Every organization has a set of goals and objectives to achieve in order to attain success.

The goals and objectives often align with the organization's mission and vision, thus guiding teams in the right direction.

Different teams take different approaches to reach their goals, but each approach involves gathering of necessary data, especially in today's digital age.

Data is a critical part of every organization and is used to extract invaluable actionable insights that can take firms on the right path toward success.

As more and more companies began to realize the importance of data, effective tools like Business Intelligence and Analytics gained popularity.

**Effective decision-making** through Business Intelligence and Analytics increases opportunities for profitability, internal process optimization, new revenue streams, business problem detection, and market trend identification.





# What BI and Analytics Means to Business

Business Intelligence refers to a technology-driven process that helps analyze and represent data in any business setting with the help of workable strategies and applications.

It enables the important stakeholders in the company to make informed decisions about various procedures of the company.

It helps create new opportunities to expand the business, increase returns, and boost the ultimate turnovers.



## **Business Intelligence**

encourages easy representation and interpretation of data so that effective strategies can be developed for business stability. Different kinds of Business Intelligence tools and methodologies are used for this purpose.

## **Advanced Analytics**

streamlines data to steer its value in the right direction. It turns large volumes of data into smaller chunks of information and insights to provide real-time figures.



# Reasons Why Entrepreneurs Opting for BI and Analytics Strategies in 2023

## Better Decision-making

Provide valuable insights and data-driven decision-making capabilities that help entrepreneurs make informed decisions.



## Increased Efficiency

Automate many manual processes, streamline operations, and help businesses become more efficient.

## Improved Customer Experience

Track customer behaviour and preferences, businesses can tailor their offerings and enhance the customer experience.



## Better Understanding of Market Trends

Help businesses stay up-to-date with market trends and allowing them to quickly adjust their strategies to stay ahead of the competition.

## Enhanced Profitability

Optimize operations, reduce costs, and increase sales, businesses can improve their bottom line and become more profitable.







# Benefits of Using Capabilities of BI in Your Business

## Accurate Information

Business Intelligence leverages operational and financial data to ensure accuracy while generating reports, written information, and visual representations.

As a result, every vital stakeholder receives accurate information at all times and is informed about every change, whether major or minor.



## Risk Management



Risk management is a critical element of every organization. Irrespective of the industry in which an organization runs, effective risk management measures are crucial to implement.

With Business Intelligence, organizations can identify and reduce their respective risk factors, such as fraud or cyber-attacks in the most effective ways possible.

## Improved Business Performance

Business Intelligence represents information through data visualization, which makes it easier to

- read data
- interpret or understand data
- observe trends
- identify the practices that are consistently yielding fruitful results
- detect loopholes and work ways to bridge them
- make informed decisions and ultimately improve business performance





## Trend Identification

With Business Intelligence, organizations can identify future trends by examining the following:

- Industry activities
- Markets
- Competitors
- Strengths and weaknesses (of competitors as well as the company itself)
- Past trends



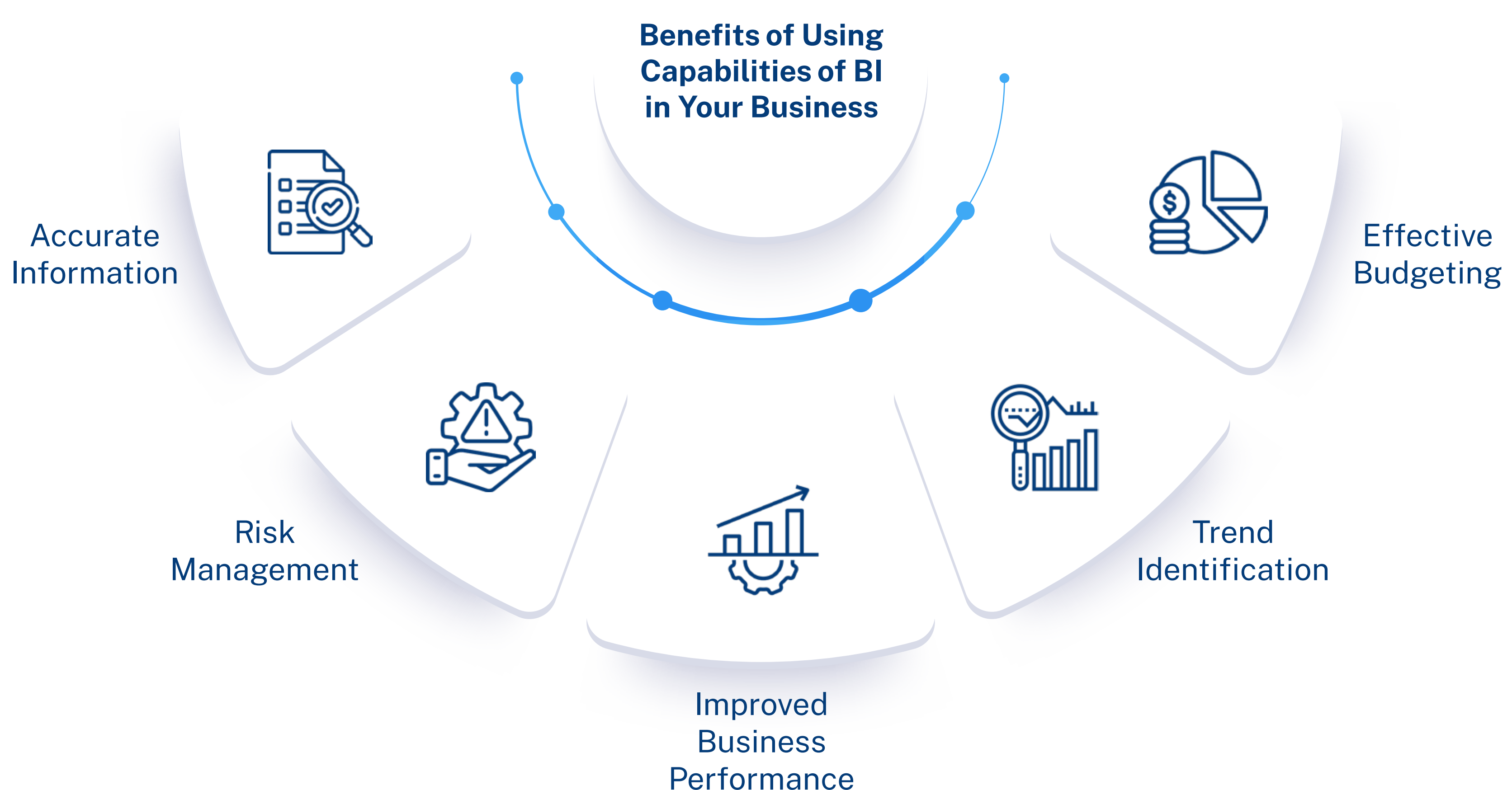
With such impactful evaluations, recognition of future trends and eventual capitalization on opportunities can be positively expected.

The trend identification can help leaders gain a competitive advantage and ensure business success.

## Effective Budgeting

Business Intelligence enables organizations to perform effective budgeting practices by:

- increasing optimized performances
- identifying areas where costs can be cut or money can be saved
- increasing operational efficiency to increase profits
- identifying new revenue streams for more income flow







# Benefits Of Adopting Data Analytics in Your Business

Here are some essential benefits of harnessing the power of Data Analytics in your business:

## Effective Business Evaluation

Data Analytics allows approximation as well as investigation of information in order to provide a solid foundation to anticipate future conditions.

It facilitates the comprehension & interpretation of the firm's existing business condition along with the current condition of the market landscape.

Accordingly, it necessitates the required steps to match the market demands, such as the development of new products or the introduction of innovative services.



## Targeted Content Releases

Data Analytics allows firms to understand what customers want ahead of time by giving insights based on patterns in customer data.



Business leaders can divide their client bases into segments on the foundation of shared preferences and release targeted content for better persuasion.

Targeted content releases help businesses optimize marketing costs and optimize the marketing campaigns overall. Additionally, it helps ensure what kind of marketing strategies are most suitable for which client base.





## Operational Efficiency

Data Analytics helps identify potential difficulties in operations. Additionally, it also helps identify better approaches toward dealing with those difficulties in order to optimize the operations. Thus, it increases operational efficiency and boosts benefit levels.



## Value Chain Evaluation



Data Analytics help extract insights from a company’s internal value chains and highlight the key ways through which the company can limit its challenges and boost its success.

## Industry Expertise

Data Analytics can help firms gain industry expertise by enabling them to learn about the industry’s potential future patterns along with their own. This provides a competitive advantage over competitors and allows leaders to proceed with their business strategies thoughtfully.





# Emerging BI & Analytics Trends for 2023

01

## Predictive Business Analytics and Continuous Intelligence will Grow

Businesses can be expected to embrace continuous intelligence for better real-time solutions.

Even with varying data sources, velocity, and volume, companies can accelerate Analytics and decision-making with the help of the modern machine-learning-driven approach offered by predictive business Analytics and continuous intelligence.

02

## Explainable Intelligence will Rise

Explainable intelligence will increase, primarily as Business Analytics will be largely dominated by processes based on Artificial Intelligence & Machine Learning.

Explainable intelligence will entail the automatic generation of an explanation for every decision being taken by citing statistics, attributes, accuracy, and other relevant collateral.

03

## Business Intelligence will be More Accessible with Augmented Analytics

Augmented Analytics refers to the use of AI & ML to help with insight generation, data preparation, and insight explanation to 'augment' how users will explore and analyze data in BI platforms.

Augmented Analytics solutions will make Business Intelligence more accessible by:

- Helping crucial stakeholders understand business contexts in a better way.
- Uncovering insights by answering relevant questions quickly.
- Helping analysts perform a thorough analysis.
- Enabling users to perform advanced data preparation tasks, even the ones who lack deep analytical expertise.



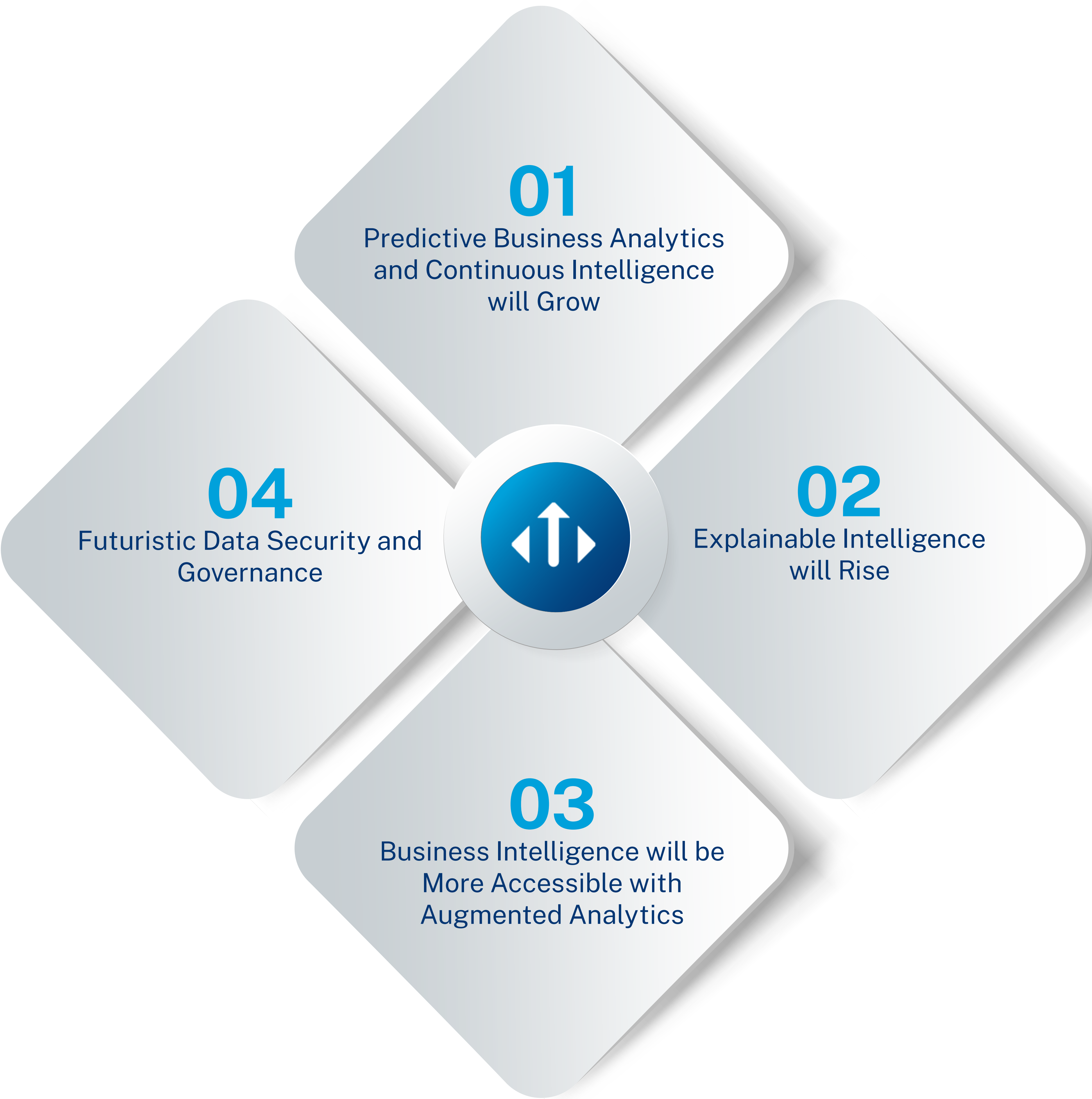


# Futuristic Data Security and Governance

More defensive Artificial Intelligence developments for security measures can be expected in the Business Intelligence domain:

04

- Continuous development of proactive mechanisms to detect system anomalies in advance.
- Advancements in data governance for quality assurance of business assets. The use of auditing, role-based access, and authentication protocols can be expected to ensure the quality.
- Accurate, unique, and up-to-date data will be maintained and leveraged as a reliable way of boosting reputation and revenue.





# How Data Visualization in BI Helps Enterprises in Increasing Business Performance

## Better Conclusions and Easy Interpretation

Correctly used data visualization it helps enterprises draw better conclusions, easily interpret complex datasets, identify complicated correlations, and quickly make informed decisions.



## Strategically Placed Actionable Insights

Business Intelligence aims at collecting data and then turning it into actionable insights for fulfilling both strategic and operational objectives. Such insights support effective decision-making.

## Data Visualization Beyond Charts and Graphs

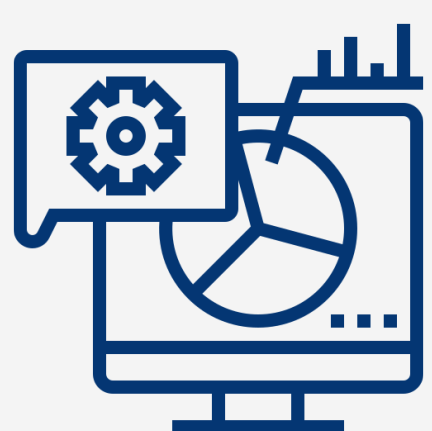
Data Visualization is one such method that provides as a self-serving capability of reporting in modern analytics solutions.

It enables enterprises to display data that is: Digestible, User-friendly, Data-driven, Easily-interpretable.



## Day-to-day Business Metrics and KPIs

Data Visualization which is core of Business Intelligence breaks down the data to provide deeper context. This helps in better understanding of business performances, business goals and objectives, comprehensible potential insights.







## About Uneecops

*Your Trusted Data Driven Decision Making Partner*

Uneecops is a CMMI Level 5 company serving customers for over 25+ years. As an Enterprise IT Modernization Enabling Partners, we take pride in serving a large client base that extends across the public and private sectors in India, Southeast Asia, Africa, Nordic, and the United States. Uneecops envisions a tomorrow where technology and human ingenuity are the foundations of a brighter future.

We are in the new age of ‘**Modern Technology**’, where Uneecops’ enriched offerings are aimed at enabling 360-degree business transformation and accelerating the Digital Transformation journey of enterprises.

We offer cutting-edge technologies and bring expertise, empathy, and integrity for ‘**BUILDING LIVE ENTERPRISES**’, combining ERP, CRM, Analytics, and Cloud technologies in partnership with leading global OEMs.

Get more tangible results and achieve business goals with agile decision making. Make data work for you. We are just a call away!



# Our Partners



## Building



## Enterprises

