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# Business Intelligence Applied Project

**Case Description:**

An Algerian company operating in a highly competitive sector has observed a decline in its market share in recent years.

The company seeks to enhance its competitiveness by making decisions based on the analysis of past market data.

Therefore, the company has decided to hire you as Business Intelligence Consultants to assist in:

- Analyzing its historical data.
- Understanding market trends.
- Supporting the decision-making process.
- Improving its competitive position.

The deliverables are as follows:

1. **Conceptual Understanding of Business Intelligence and Its Role in Decision Support**
   Students are required to prepare a consulting presentation addressing the following points:
   - Definition of Business Intelligence and its role in decision support
   - Importance of Business Intelligence for organizational decision-making
   - Contribution of Business Intelligence to enhancing organizational competitiveness through informed decision-making
2. **Presenting the Stages of Business Intelligence**

Students are required to explain the following stages within an integrated model:

- Data Collection
- Data Storage (Data Warehouse)
- Data Cleaning and Processing
- Data Analysis
- Results Visualization (Dashboards & Reports)
- Decision Support and Decision-Making

- Achieving Competitive Advantage

**3. Presenting Business Intelligence Tools**

Students are required to identify and classify Business Intelligence tools, and to explain the function of each tool category and its role in the organizational value creation process. Examples include:

- Data collection tools
- Data warehousing systems
- Analytical tools (OLAP – Data Mining)
- Data visualization tools (Power BI – Tableau – Excel BI)

**4. Designing a Model / Framework**

Students are required to design a model or framework that connects the following elements:

Data → Analysis → Information → Decision → Competitiveness

A suggested sequence may follow:

Raw Data → Data Warehouse → Data Cleaning & Processing → Analysis → Reports & Dashboards → Strategic Decision → Improved Competitiveness

**5. Project Presentation and Sharing**

Upon completion of the model, each group is expected to present their work to their peers using PowerPoint or a mind map, and provide a summary of the framework.