

This article shows how business insight can guarantee project success...

In my previous article on Corporate Information Factory, I have talked about the use of Business Operations in a **customer-centric Enterprise**. I established it in that article that they are applications that are responsible for the day to day running of a business.

In this article, I will be looking at the concept of business intelligence and corporate information factory. Follow me as we look at this together.



When we are considering Business intelligence and Corporate Information Factory, Business Intelligence consists of data enhancement application that allows analysing of data and making of business decisions.

The Business intelligence component is said to be the major consumer of organizational data as many of the operational data are been processed in this domain.

Also, in examining this concept, we will observe that we have some other components of business intelligence. This includes the data warehouse, data marts and Decision Support Interface among others.

All these applications help the organization to analyze their data and take business decisions based on the result of the processed data.

data warehouse and project success

Furthermore, in examining **Business intelligence** and corporate information factory, we have to talk about the data warehouse. It served as the storehouse for all transactional data and every other form of data.

These are data coming from the Operational Data Store. In a nutshell, it is a place where data are stored until the time that they are being processed. Such data are processed with data enhancement tools.

In addition, when we look at it from another angle, Data warehouse contains the basic information such as contact information, product preference, product purchase history and other forms of data that are needed in order to determine the Lifetime Value of customers.

Also, it is from these that you can understand your customers better and know the

appropriate product to offer him based on the information that you have about a particular customer.

Once data are extracted from the Operational Data Store, a form of cleansing take place. During this cleansing, the information is been served and those that are not needed for business decisions. These are being removed before it is now being sent to the data warehouse. This serves as the preparation phase for onward transmission to the data marts.

data mart and project success

Data mart also have roles that it plays. They are collections of the data found in the data warehouse. They are formatted for their particular function or department.

You should know Data mining is meant to be for a specific department. It is possible for the various departments in an organization to have their own data segment. This allows them to relate their past to the present in order to predict the future.

Finally, in examining the concept of business intelligence and corporate information factory, data mining tools can help us to know that the pattern of interaction or behaviour in our customer base.

With it, You can look at a particular customer base generated by the customer service department. It will allow you to see customers' preference. It is used to determine customers demand. It is sure going to guarantee project success.

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