

Examples of businesses using databases and business intelligence:

- Chipotle, Tesla, HelloFresh, Coca-Cola, Tesco

Reasons why businesses use databases and business intelligence:

- Businesses use databases and BI to analyze data from an historical perspective, measure performance, identify trends and patterns, and decide if a business is exceeding , staying the same or going down hill.

Effectiveness of businesses using databases and business intelligence:

- Databases and spreadsheets can be connected to a variety of data systems and data sets
- Enhances data consistency and quality
- Unravel customer behavior, preferences and trends, and use the insights to better target prospects or tailor products to changing market needs.
- Monitor business operations and fix or make improvements on an ongoing basis, fueled by data insights

Pros and cons of businesses using databases and business intelligence:

Pros : Improves customers/employees experience, data visibility, increase decision making, better understanding, data prediction (shouldn't always depend on predictions)

Cons: Data breaches/leaks, high prices, amount of data can become overwhelming, and overtime can be difficult to maintain/ complexity, not everyone would be able to adapt.

Profits generated by businesses using databases and business intelligence:

- According to a report by Statista, the global big data and business analytics (BDA) market was valued at 168.8 billion U.S. dollars in 2018 and is forecast to grow to 215.7 billion U.S. dollars by 2021.

The report also states that in 2021, more than half of BDA spending will go towards services, with IT services projected to make up around 85 billion U.S. dollars, and business services accounting for the remainder

Costs of businesses using databases and business intelligence:

- A survey of 11 BI software providers found that the average annual cost of BI software is \$3,000. The prices range from \$600 per year on the lower end to \$6,000 per year at the top.

Results of businesses using databases and business intelligence:

- Using BI has reduced the amount of time it would usually take to view and analyze data.
- Transforms indifferent data into valuable knowledge.
- Gives accurate reports
- make data-based decisions that lead to better outcomes.

Your opinions on businesses using databases and business intelligence:

- I personally believe databases and using BI would be best for a huge booming company, for a small business it could be beneficial but the software (and some hardwares) have too many programs that they wouldn't use. It's amazing for accuracy, data availability, and analyzing, but not as much for security purposes because of data breaches.

Your ideas for improving the way businesses use databases and business intelligence:

- I would increase security measures

- Track how employees use BI
- And provide training for employees to learn about the new program

The future of businesses using databases and business intelligence:

- Machine learning
- Data marketplaces
- Network advances