



# **PSG College of Arts & Science**



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Coimbatore – 641014

**DEPARTMENT OF COMPUTER SCIENCE (SF)**

***ORGANIZES BY***

**INTERNATIONAL CONFERENCE ON RECENT TRENDS IN  
COMPUTATIONAL TECHNOLOGIES AND SUSTAINABLE  
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**BUSINESS INTELLIGENCE APPLICATION FOR IMPROVING  
THE PERFORMANCE OF BUSINESS OPERATIONS**

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**Abstract**

Business Intelligence (BI) is a tool that empowers organizations to gather, analyze, and visualize data in order to facilitate decision-making. In management, BI improved the strategic planning, operational efficiency, and performance monitoring by offering real time insight into the main commercial matrix. It looks into BI application in sales and paper management, finance, supply chain, human resources and customer relationship management. Data mining, pre-protection, real-time reporting, and dashboard visualization are techniques that empower managers to make resourceful decisions and increase commercial performance based on data. The professional environment has evolved to an extent where integrating two or more tools and technologies has become a necessity for competitive gains. BI gives insight into better forecasting, risk management, and process automation which in turn improves productivity and profitability of an organization. This research highlights BI's role in management and how it impacts an organization's success. With the support of a BI tools, managers and business can derive feasible decisions as to increase productivity and achieve success of the company. Through instant data analysis, business forecasting, and KPI monitoring, businesses can improve over their rivals.

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