

2019 business intelligence trends

2019 Business Intelligence Trends: A Retrospective Analysis

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Introduction: Setting the Stage for 2019 Business Intelligence Trends

The year 2019 marked a significant inflection point in the evolution of Business Intelligence (BI). While the foundations of BI – data warehousing, reporting, and basic analytics – were well-established, 2019 witnessed the convergence of several powerful technological and methodological advancements that reshaped the BI landscape. This analysis explores the key 2019 business intelligence trends, examining their historical context and continuing relevance in today's data-driven world.

Key 2019 Business Intelligence Trends: A Deep Dive

1. The Rise of Augmented Analytics

One of the most impactful 2019 business intelligence trends was the rise of augmented analytics. This involved leveraging artificial intelligence (AI) and machine learning (ML) to automate various aspects of the BI process, including data preparation, analysis, and insight generation. This moved beyond simple descriptive analytics to more advanced predictive and prescriptive capabilities. The historical context involves the increasing availability of powerful AI/ML algorithms and the growing volume of data demanding automation for efficient analysis. This trend's continued relevance is undeniable, with augmented analytics becoming a cornerstone of modern BI platforms.

2. The Democratization of Data - Self-Service BI Takes Center Stage

2019 saw a significant push towards self-service business intelligence. The historical trend leading to this involved the increasing demand for faster, more accessible insights, especially among business users who weren't necessarily data scientists. The accessibility of user-friendly BI tools and platforms enabled business users to directly access and analyze data without relying on IT departments. This trend remains highly relevant, with a continuing focus on empowering business users with data-driven decision-making capabilities.

3. The Cloud's Continued Dominance in BI

Cloud computing played a crucial role in shaping 2019 business intelligence trends. The scalability, cost-effectiveness, and accessibility of cloud-based BI solutions made them increasingly popular. The historical shift towards cloud adoption was driven by a need for flexible infrastructure and reduced IT overhead. The cloud's continued dominance in BI remains a key factor, with more organizations migrating their BI infrastructure to the cloud to benefit from increased agility and reduced costs.

4. Data Visualization: From Static to Interactive and Immersive

Effective data visualization remained paramount in 2019. However, the trend shifted towards more interactive and immersive visualizations. The historical evolution involved moving away from static reports to dynamic dashboards and interactive visualizations that allow users to explore data in greater depth. The continued relevance of sophisticated data visualization stems from the need to communicate complex data insights in a clear and engaging manner.

5. The Growing Importance of Data Governance and Security

With the increasing reliance on data for decision-making, data governance and security became critical 2019 business intelligence trends. The historical context involves increasing regulatory compliance requirements (like GDPR) and a growing awareness of the risks associated with data breaches. Maintaining data quality, ensuring compliance, and protecting sensitive data remain paramount in the modern BI landscape.

6. The Integration of Big Data and BI

The integration of big data technologies and traditional BI systems was another significant trend in 2019. The historical context involves the exponential growth of unstructured and semi-structured data, which necessitated new approaches to data storage, processing, and analysis. This trend's continued relevance is tied to the ongoing need to leverage the insights hidden within large and diverse datasets.

Summary of Findings and Conclusions

The 2019 business intelligence trends revealed a shift towards a more democratized, automated, and cloud-centric BI landscape. The integration of AI/ML, the rise of self-service BI, and the growing importance of data governance and security redefined how organizations approach data analysis and decision-making. These trends continue to shape the BI field, highlighting the need for organizations to adopt agile, scalable, and user-friendly BI solutions to effectively leverage their data assets.

Conclusion

Understanding the 2019 business intelligence trends provides valuable insights into the evolution of BI and its continued impact on modern businesses. By recognizing these historical trends and their ongoing relevance, organizations can better position themselves to leverage the power of data for strategic decision-making and competitive advantage.

FAQs

1. What is the difference between traditional BI and augmented analytics? Traditional BI focuses primarily on descriptive analytics, while augmented analytics leverages AI/ML to automate processes and generate more advanced predictive and prescriptive insights.
1. How does self-service BI impact the role of IT departments? Self-service BI reduces the burden on IT by empowering business users to access and analyze data independently, freeing up IT resources for more strategic initiatives.
1. What are the key benefits of cloud-based BI solutions? Cloud-based BI offers scalability, cost-effectiveness, accessibility, and increased agility compared to on-premise solutions.
1. Why is data visualization so important in BI? Data visualization translates complex data into easily understandable visuals, enabling faster and more effective communication of insights.
1. What are the key elements of effective data governance? Effective data governance involves establishing policies, procedures, and technologies to ensure data quality, security, compliance, and accessibility.

1. How does big data impact BI strategies? Big data necessitates the use of specialized technologies and techniques to effectively store, process, and analyze large and diverse datasets, enriching BI insights.
1. What are the challenges of implementing self-service BI? Challenges include ensuring data accuracy, managing user access, and providing adequate training to business users.
1. How can organizations ensure the security of their BI data? Organizations must implement robust security measures, including access controls, encryption, and regular security audits.
1. What are the future trends in business intelligence? Future trends include further integration of AI/ML, the rise of edge computing, and increased focus on ethical considerations in data analytics.

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2019 business intelligence trends: *The Profit Impact of Business Intelligence* Steve Williams, Nancy Williams, 2010-07-27 The Profit Impact of Business Intelligence presents an A-to-Z approach for getting the most business intelligence (BI) from a company's data assets or data warehouse. BI is not just a technology or methodology, it is a powerful new management approach that - when done right - can deliver knowledge, efficiency, better decisions, and profit to almost any organization that uses it. When BI first came on the scene, it promised a lot but often failed to deliver. The missing element was the business-centric focus explained in this book. It shows how you can achieve the promise of BI by connecting it to your organization's strategic goals, culture, and strengths while correcting your BI weaknesses. It provides a practical, process-oriented guide to achieve the full promise of BI; shows how world-class companies used BI to become leaders in their industries; helps senior business and IT executives understand the strategic impact of BI and how they can ensure a strong payoff from their BI investments; and identifies the most common mistakes organizations make in implementing BI. The book also includes a helpful glossary of BI terms; a BI readiness assessment for your organization; and Web links and extensive references for more information. - A practical, process-oriented book that will help organizations realize the promise of BI - Written by Nancy and Steve Williams, veteran consultants and instructors with hands-on, in the trenches experience in government and corporate business intelligence applications - Will help senior business and IT executives understand the strategic impact of BI and how they can help ensure a strong payoff on BI investments

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