

2.3 Importance of Business Intelligence! It plays a key role in strategic planning and decision making of organizations by adjust performance advancement towards business goals (pertain company, departments, employees, customers and other areas of business), reporting and data sharing and identifying customer insights. BI system proffer historical, present, and predictive and future expectations views or thoughts of business operations or business data (applications sales, production, financial, and other sources). "Conducting global market research, tracking your competitors worldwide, acquiring new sales leads and evaluating opportunities, including finding new sources of supply on a brand new product idea, are all essential to good business practice". (Delaney, 2018, para 1.)