



Business Intelligence and Analytics (BI&A)

Transportation and Logistics Council

Wikipedia

- **Business intelligence (BI)** can be described as "a set of techniques and tools for the acquisition and transformation of raw data into meaningful and useful information for [business analysis](#) purposes".

Wait, what?



Meaning and Context



BI&A - What is it?

- Market Intelligence
- Data insight
- Competitive advantage
- Big Data



BI&A Trends

- Better customer experiences
- Self Service BI
- Bigger market share
- Mobile BI
- API Connectivity

BI technology
will grow 4.5X
faster than “on
premise”
technology

Previous Decision Processes

- Top down decisions
- Experience
- Intuition and Rules of Thumb
- Spreadsheets



Knowledge and understanding





5 steps in BI

1. Data

2. ETL – Extract, Transform, Load

3. Data Warehousing

4. Analysis

5. Presentation



Presentation Layer

- Dashboards
- Reports
- Analytics and alerts

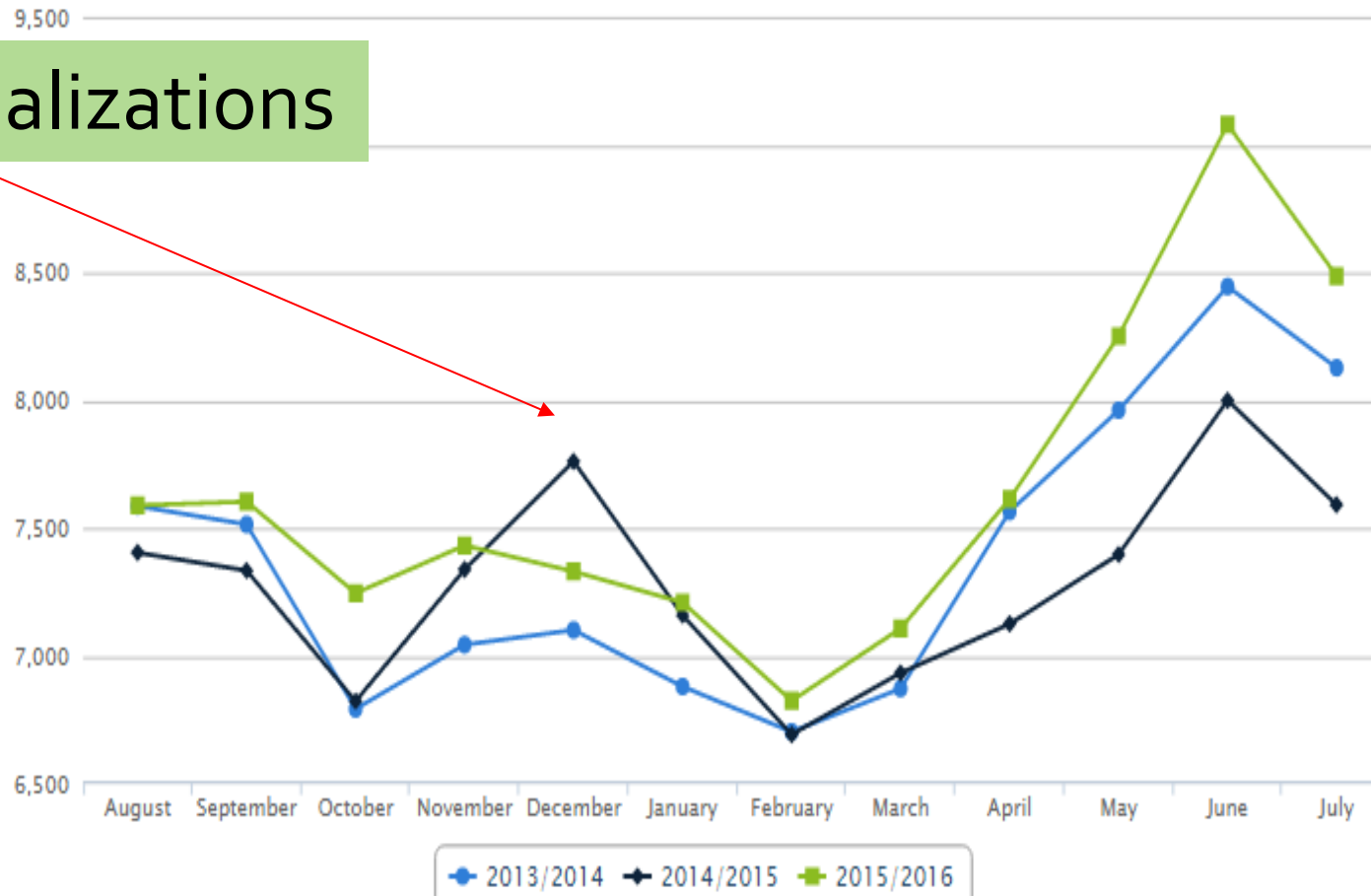


Dashboards

Rate	RPM	August	September	October	November	December	January	February	March	April	May	June	July
2013/2014	\$7,585	\$7,514	\$6,792	\$7,043	\$7,101	\$6,879	\$6,702	\$6,871	\$7,565	\$7,961	\$8,445	\$8,128	
2014/2015	\$7,404	\$7,334	\$6,822	\$7,228	\$7,741	\$7,158	\$6,492	\$6,922	\$7,125	\$7,297	\$8,000	\$7,501	
2015/2016	\$7,588	\$7,604											

Predictive Analytics

12 Month Trend Analysis



Reports/Visualizations



Case Study

- Customer - 70M 3PL
- Challenge – Spending excessive time on RFPs
- Solution – Use BI Tools, RFP analyzer to reduce time
- Outcome – 40% reduction in time spent on RFPs (resources, research, time)

How companies use it

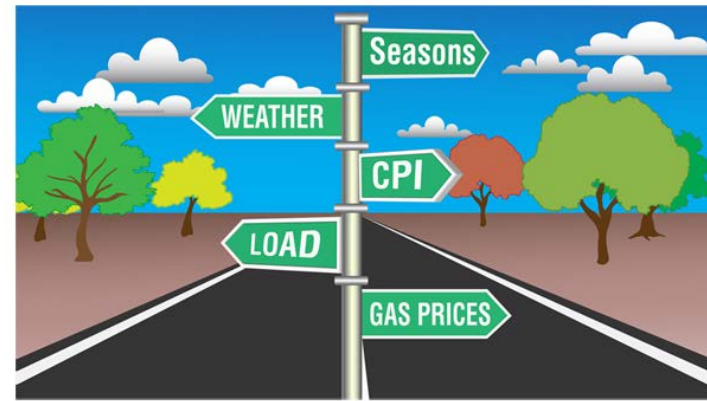
- Decision Support System

Hold, Buy, Sell?



Is BI&A right for your company

- Value – Bottom line
- Cost - Resources
- Risk – Will it work?





Benefits of full BI&A

- Better decisions
- Facts to support decisions
- Efficient processes
- Repeatable actions
- Standardization



Benefits of BI&A (cont)

- Single point of access to information
- Timely answers to business questions
- BI in all departments



Thank you!!!

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