

## Seminar 2. 220203 Business Intelligence – what and why?

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### Background

Put yourself in the position of a newly appointed junior controller in a Mid-sized industrial company. The company has a fragmentized IT architecture. Most of the systems are old – this is "The Legacy." From that follows several common problems. These "problems" need to be handled by people working in the CFO- department. These people are mainly at the age of forty-fifty; not all of them have a university education. For those with an exam – it has been two or three decades since they got their exam. Since then, they have had just "on-the-job training." Most of the peoples working life experiences are related to your company.

On Thursday, February 9, the management team will have their weekly meeting. The CEO heard about Business Intelligence/Business Analytics at a conference last month. From the "listening in," the CEO starts to imagine (fantasize?) all the possibilities/potentials a BI tool can bring to the company. Now, the CEO asks you to prepare a presentation of "important questions" around a BI tool. **You will have a maximum of 10 minutes and five slides for this presentation.**

Because you also can predict some upcoming critical questions (from whom, which manager, why?), you also need to prepare (just using the keyword/short sentences) two critical/negative questions related to the content of your presentation. **This is your sixth slide.**

To prepare your presentation, read the following:

- Romney chapter 5, 6 and 7 (Rep. Lecture 10).
- Read ("Glance thru") – use what you need from the three uploaded reports!
- (Extra readings, not mandatory: Promotion material from Qlik)

## General instruction

Our seminars aim to apply the "tools" we discuss in our lectures. See our seminars as a "situation" – a meeting – where we expect prepared, knowledgeable, active participants.

Each of you prepares a "6-slides presentation": a maximum of six slides where you present your "solution" on the assignment. During our seminar, one of you can be asked to introduce the seminar by giving your "solution". A presentation of maximum 10 minutes. After that, we open up for a discussion in the seminar group. Share your insights – talk and listen!

Upload your presentation February, 8 at 12.00, in a separate folder at Studium. If you want – in your presentation – think in terms of What?, Why? How? So what?