Bringing Data to Life

Business Intelligence Analytical Impact Hierarchy

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	lytics: y is it
	ening?
Why is this happening? Statistical Analysis	
Alerts What actions are needed?	
	orting: at is
	ening?
Standard Reports What Happened?	

Degree of Intelligence

Davenport, Thomas H., Harris, Jeanne G, Competing on Analytics The New Science of Winning, Boston: Harvard Business School Publishing, 2007, pp. 8

