Business Intelligence Analytical Impact Hierarchy

- What’s the best that can happen?  Optimization
- What will happen next?  Predictive Modeling
- What if these trends continue?  Forecasting
- Why is this happening?  Statistical Analysis
  - Alerts
  - Query/Drill Down
  - Ad Hoc Reports
  - Standard Reports

Analytics: Why is it happening?
Reporting: What is happening?

Degree of Intelligence