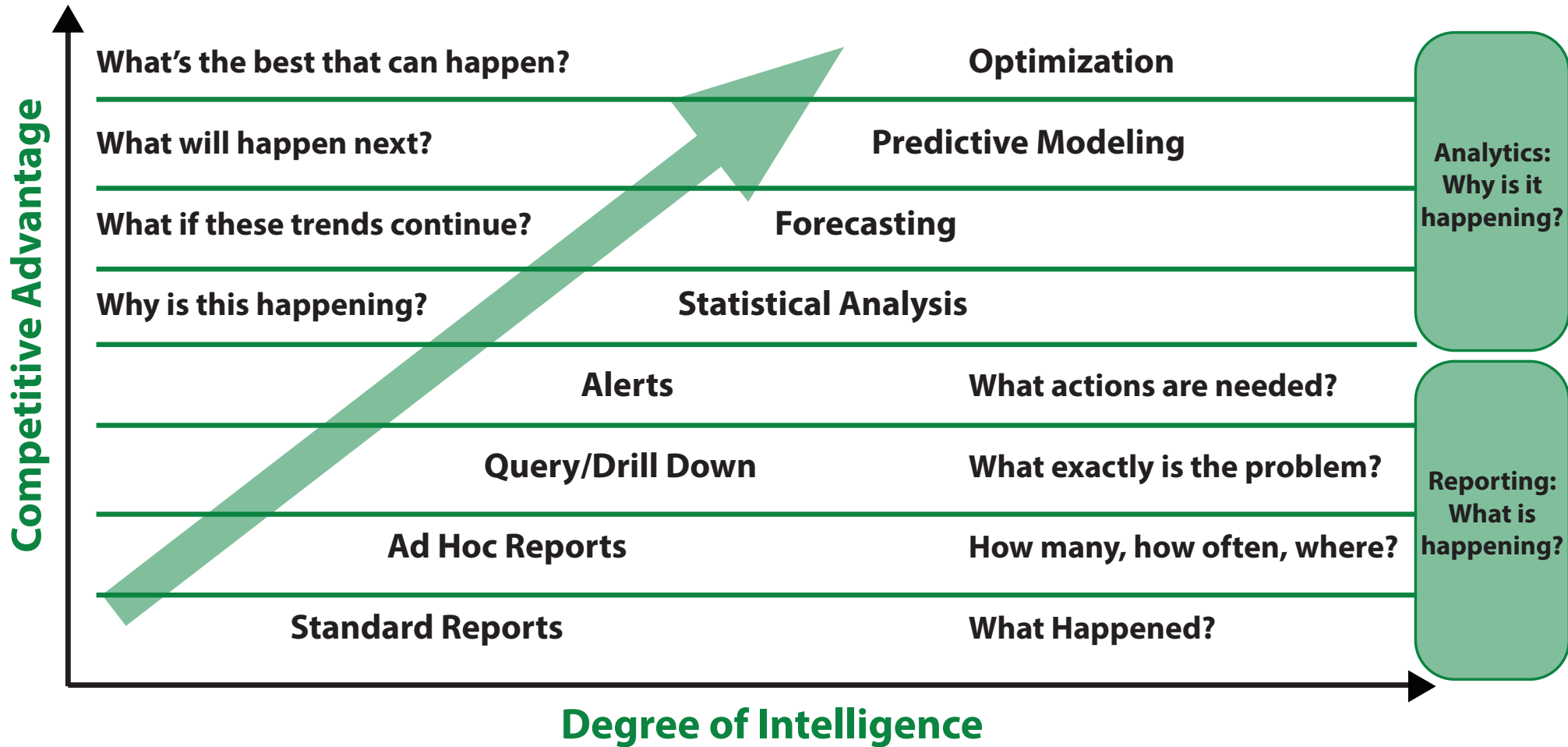


## Business Intelligence Analytical Impact Hierarchy



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