

Business Intelligence Implementation: A Global Ethical Challenge in Current Scenario

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ABSTRACT

The new Corona virus pandemic is having unprecedented impacts across the globe, especially on human health and economic activities. In this context, governments are totally focusing on digital world and for this Business Intelligence plays the most important role. While business intelligence is a bright and prosperous tool for innovative entrepreneurs, data analysts, or business leaders looking to evolve their efforts, with innovation comes a range of challenges – issues that you will have to tackle to progress and squeeze the most value from your data. Like many other business decisions, these strategies will vary from one company to another based on the business's size, industry, and culture. The trend in business intelligence and analytics is toward self-serve strategies that incorporate business users into the landscape of analytics with easy-to-use, mobile tools that they can leverage to make better decisions. A BI tool should be flexible for personalization and it should be something your users will want to adopt. A cost-effective business intelligence solution should be for every user.²⁻⁵

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INTRODUCTION

COVID-19 is affecting mental health on an unprecedented scale. People all over the world are grappling with fear, anxiety and insecurity over their survival. So everyone is now having faith in online transactions and business intelligence. That really depends on the organization. One of the most consistently overlooked issues in implementing business intelligence is organizational readiness. Of course, this is also impacted by the type of solution you choose. If you are going with a self-serve solution that business users can employ, you have to be sure the solution really is self-serve and that your IT team, data scientists and business users are aligned and ready to adopt the new processes. You have to support the cultural changes and the technology changes or run the risk of spending the time and the money and having your team continue to do things the old-fashioned way. The things one loves as a consumer might give her/him the biggest headache as a marketer.

1. Keeping Up With digital marketing trends and strategies:

After a long period when it was considered the future, the digital platform now rules the mind of the marketers as well as consumers, and it is challenging for marketers to figure out the eclectic mix of available digital platforms.

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2. *Customer Loyalty:* With the advent of the digital revolution, the customer is exposed to real-time information, updates, offers and will switch from your product as soon as he gets a better product or service from yours.

3. *Human resource:* It is challenging to find enthusiastic people to adopt change (in technology), focusing on updating their current skills.

In the Age of Information, forward-thinking organizations are reaching exciting new levels by leveraging the capabilities of innovative new business intelligence (BI) solutions. Moreover, the success stories are seemingly endless. Armed with BI-based prowess, these organizations are a testament to the benefits of using online data analysis to enhance your organization's processes and strategies. These

benefits include cost efficiency, optimizing inventory levels, reducing information waste, enhanced marketing communications, and better internal communication among a host of other business-boosting improvements. However, while BI is a genuine driver of organizational success, getting it right comes with its fair share of roadblocks. Approximately one in ten BI projects can still take a year or more to complete. Companies should strive to plan incremental rollouts with business benefits along the way, even if completion is a year or more down the road. There is a clear trend demonstrating that implementation times extend as company size increases.

The opposite goes for the smallest companies. In this category, only 5 percent of the responses indicated project rollouts in 1 to 2 years, with most (37 percent) happening in 1 to 3 months. While smaller companies usually have fewer application integration points and less data complexity, their smaller, empowered teams likely play a vital role in helping them move swiftly.^{1,2}

MAJOR PROBLEMS AND CHALLENGES IN IMPLEMENTATION

- a. **Lack of Trust:** If the data collected by the company is unreliable or inaccurate, the resulting business intelligence tools are never trusted by the company. Unless the organization can trust the data altogether, the BI tools will eventually go unused, and everyone will fall back onto other decision-making methods.
 - b. **Lack of Ownership:** Business intelligence requires ongoing maintenance, as the questions and answers the company has will change. If a BI system is set up as a one-time project but has no ongoing owner, it will eventually fall behind the business and get ignored. Without a core competency in data, it can be hard to find a permanent owner for BI.
 - c. **Poor Execution:** Some of the most expensive BI tools are the hardest to set up and the most difficult to use. Many companies do not know what they are buying, and integration and/or deployment fail due to complexity and cost. There are likely more abandoned BI projects than completed projects.
 - d. **No Education:** End users typically need a lot of help learning how to use new tools and find the answers they need. Few vendors provide this and instead rely on the customer to figure it out on their own. This leads to a successfully deployed system that no one uses because they do not know the process.
 - e. **The Real Challenge is Scaling the Business:** Basically, it becomes a human resource management issue.
- How do you get a second and third consultant able to help clients as well as you do yourself? Hiring experienced consultants is either expensive or they have to become your new business partners. Another option is to hire and educate promising young talents. Keeping them aboard might prove difficult.
- f. **Options are a Gamble and it can Harm business:** Once you establish a good core team, you can take it from there. Starting a consulting firm without funding can be tricky. Fellow partners might have families and feel forced to switch back to a regular job before the business gets profitable enough.
 - g. **Establishing a Successful Consultancy Firm is like forming a Successful Band:** When you bring the right people together, the real magic happens. Something greater than the sum of the parts has to happen or everybody is back to their solo gigs/career.
 - h. **SLA KPI Reporting:** Find out which SLA's are in place and see if there is a need to automate KPI Reporting (Some companies spend weeks of manual effort).
 - i. **Fraud Prevention:** Detect Fraud patterns based on data and create rules to identify Fraud transactions/Behavior etc.
 - j. **Regulatory Compliance/Market Compliance:** Identify regulatory requirements and again see if there is a need to automate regulatory reporting.
 - k. **Revenue Assurance:** Ensure there is no revenue leakage by collecting data and reconciling data from end to end of the Business processes.
 - l. **Data Integrity:** Validating that data is correct and is useful is one of the biggest challenges we face.
 - m. **Domain Knowledge:** Data is nothing but jargon of words, alphabets, numbers, videos, audios, etc, unless you have proper domain insight to use the data correctly.
 - n. **Resistance from Client/Leadership:** At times, our findings and recommendations are different than the perceived perception of leadership/client, and they are not open to accepting your findings or recommendation. Presenting that data to them is an art and any gaps may backfire.

TIPS FOR WRITING A GOOD REQUIREMENT FOR BUSINESS ANALYST

1. Define one requirement at a time - each requirement should be atomic. Don't be tempted to use conjunctions like *and*, *or*, *also*, *with* and the like. This is particularly important because words like these



can lead to developers and testers missing out on some of the requirements. One way to achieve this is by breaking the requirement down till it can be considered a discrete test case.

2. Avoid using let-out clauses like *but, except, and if necessary*.
3. Each requirement must form a complete sentence with no buzzwords or acronyms.
4. Each requirement must contain a subject (user/system) and a predicate (intended result, action or condition).
5. Avoid describing how the system will do something. Only discuss what the system will do and refrain from system design. Normally, if you catch yourself mentioning field names, programming language and software objects in the requirements specification Document, you're in the wrong zone.
6. Avoid ambiguity caused by the use of acronyms like *etc, approx.* and the like.
7. Avoid the use of indefinable terms like user-friendly, versatile, robust, approximately, minimal impact, etc. Such terms often mean different things to different people, making it difficult to test for them.
8. Avoid rambling, using unnecessarily long sentences or making references to unreachable documents.
9. Do not speculate; avoid drawing up wish lists of features that are impossible to achieve. Saying you want a system to handle all unexpected failures is wishful thinking since no system will ever be 100% what you want it to be.
10. Avoid duplication and contradictory statements.
11. Do not express suggestions or possibilities. You can identify these wherever you see statements with *might, ought, etc.*
12. Avoid creating a jigsaw puzzle where requirements are distributed across documents, causing you to cross-reference documents. This can make your RSD extremely difficult to read.
13. Do not refer to a requirement that is yet to be defined. Again, your objective is to make the document as easy to read as you can.
14. Use positive statements such as "The system shall...", instead of "The system shall not..."
15. "Shall" should be used where requirements are being stated, "Will" should be used to represent statements of facts; & "Should" represents a goal that needs to be achieved.

Times are tough for small businesses in particular, who are facing unique issues to their situation in an economy that still certainly looks and feels as if it's suffering a recession. Many key small business challenges

repeatedly recur in business forums as major problem areas:

- Cash Flow Issues
- Tiredness
- Finding and Retaining Profitable Customers
- Motivating Employees
- Having Too Many Overheads
- Staying Current

KEY ACTIONS

Overcoming the main small business challenges involves several key actions taken.

1. Use software to manage your cash flow and keep the money rolling in
 2. Delegate, automate, and set aside time for yourself
 3. Target your most profitable customers to maximize your returns
 4. Work hard to create employee satisfaction
 5. Ruthlessly cut back your overheads
 6. Keep your finger firmly on the pulse of your sector
- Franchise gains you access to traditional procedures in all aspects of the business. You will be guided through location selection, facility design, equipment purchases and staffing. Franchise business is on fire these days, my ideas for best franchise as looking forward to this period is the company, who is achieving success day by day because of their working ethics and responsibility of fulfilling their customers' needs at time. They are best because:-
- Significant capital is required.
 - Large overhead.
 - Borrowed capital utilized must be repaid.
 - Large time & expense requirements.
 - Management problems related to span of control, supervision demands, difficulty in hiring and maintaining competent managers.^{2,3}

BENEFITS OF BUSINESS INTELLIGENCE

In a nutshell, business intelligence is a powerful tool used by companies to understand their customers and market better. Otherwise known as BI, this software takes data and turns it into information. This is then transformed into insights. And it is these insights that lead future business decisions. If talking about the benefits of BI in the retail industry, today's business intelligence tools allow companies to take advantage of data not only to predict current sales but to see future potential, trends and understand customer demand on a deeper level. Here are some of the crucial techniques that BI has at its core:

- Data analysis visualization. This is all about how you see your data. Data analysis visualization presents data in dashboards and uses customized metrics relevant to your business to make smarter decisions, quicker and based on facts.
- Reporting. When the bottom line is finance, making sure your business is in the black is vital. BI tools for reporting gather data from all over your company and process it to allow better reporting and financial decision-making with a cool head and rational mind.
- Predictive analytics. How do you know a strategy will work? The truth is you can't, not 100%. However, with BI, you can make an evidence-based decision to drive business further. BI allows you to make a reasonable guess at the latest trends and customer behaviors that impact the company's future growth.
- BI solutions help an organization in increased productivity as it focuses on the key aspects of the business.
- Implementation of BI tools saves extra time and money by eliminating worries of data duplicity.
- BI tools can identify key trends and patterns into the workings of a business and provide critical insights and discover key connections between two separate departments, which may seem unrelated.
- With the aid of a BI solution, organizations can gain new insights about consumer behavior. It also helps in understanding the current market trends.
- Personalized dashboards enable faster and better decision making and at the same time lower response times to internal and external events.
- BI helps its user to investigate deeply and thoroughly regarding one of the many details of a piece of information from a single report itself.
- Ranking reports allows the users to create reports in order regarding specific categories of information, across multiple dimensions, by selecting some of the specific criteria.
- Business Intelligence software comes with special features of customized alerts. It means as per the client's requirement, automated alerts are enabled that for those specific elements as required that will shoot emails to the management and executives with regards to the various reports like; sales,

inventory, etc. on a timely basis either daily, weekly, fortnightly or even monthly.^{2,4}

CONCLUSIONS

Since March 2020, small businesses have had to adapt to facing new challenges caused by corona virus (COVID-19) pandemic and pre-existing challenges that every company must face to survive. Small businesses in India and across the globe have followed government issues amid this pandemic. Local businesses have shut their doors for some time, apply new social distancing methods, and adapt to work from home orders until further notice. COVID-19's challenges magnify pre-existing business challenges with competition, supply chains, etc. Communication during the implementation process is essential to ensure the solution can solve your business's pain points. A lack of communication can result in a business having invested in a solution that cannot do what key users thought it could, leaving the solution largely unused. To avoid this, communication between teams and with the provider must occur on an ongoing basis. The team leader needs to continuously consult with key stakeholders to ensure everyone is on the same page. As the buying and implementation processes are occurring, the team leader needs to keep the channels of communication with the solution provider open to ensure the solution meets the needs of the business.^{3,5}

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