

## **Data Mining impact on Business Intelligence**

Ekrima Gafer Ahmed Ali<sup>1</sup>, Dr. Alwalid Bashier Gism Elseed Ahmed<sup>2</sup>,  
Emad aldeen Mohammed Ahmed Mohammed<sup>3</sup>, Dr. Saife Eldin Fattooh<sup>4</sup>

**Abstract:** Since the beginning of the nineties of the last century accelerated intellectual and practical developments in various fields of administration, and featured many of the trends in the field of information technology applications in the administrative area. With the rapid and continuous change in organizations, environment need to promote new ways and administrative technology to meet these challenges which have emerged, and thus the term business intelligence found its way into existence to replace the traditional style of dealing with information in the organization and technical advancement in new ways to face many problems. During the last five years, organizations around the world began, both in the private sector or the public to adopt initiatives to apply business intelligence to support different functions and administrative activities, This is what this research will try to exposure mechanism, as aimed at building a system of sections sales and purchases institutions to employ the concept of Business Intelligence in the development of the work of methodology of sections.

**Key words:** *Data Mining, Business, Intelligence, Business Intelligence*

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### **I. INTRODUCTION**

The strength of the right radical interdependence between field work establishment business and the way the administration and control of effective and successful employment of technological techniques, is the secret of success of the existence of rapid change in the steady market mechanism. To try to understand the full picture of most of the companies are seeking in the world to raise their competitiveness, or at least stay within the circle of competition and try to find more innovative ways to attract customers by providing good services and a new requirement of the job.

This hard work requires quick, accurate and decisive response to these changes that decisions be most unexpected and calculated results, and so Most business tremendous pressure from competitors, and the market mechanism subject, pressure to provide new products and services are high quality, as it must contain these pressures at high speed.

Represents the dynamic structure of the ESTABLISHMENT business first basic conditions for success in containing these pressures and capacity Home for this structure is in rapid response to changes in doing business and this is what settings lacking in corporate policies and systems that operate most of the companies and institutions, which leads to energy waste and high costs and loss of time through the use of Sawa was the usual computerized systems or conventional.

### **II. BUSINESS INTELLIGENCE LIFE CYCLE**

Life cycle consists of several stages in Ntihtha be one goal must be reached. These can be summarized in stages



**Figure (1)**

**1. Determine the requirements.**

- Access to the goals of the enterprise.
- To achieve the strategic vision of an enterprise.
- current and future business needs.
- routines of work that must be modified, deleted or added.
- Whether the information system currently used to help support the structure of the organization effective way to increase the return on investment (ROI).

**2. appropriate data and information collection: Here highlight the following important questions:**

- Is the information currently available from various information systems are correct and sufficient to examine, analyze and monitor the work instantly and make a positive impact in it?
- What is the information that we need to add to the information available?
- Is it possible to change the form of the information contained to be most effective?

Here are highlights the importance of ETL Process stage (Extraction, Transformation and Loading), which is the process of extracting data, and then converted to an appropriate format, and then uploaded to the data store (Data warehouse).

**3. The use of data and information analysis tools, so as to be able to create a variety of different reports, according to the needs that they see, so be of most interest and the greatest efficiency, in addition to reports ready-built into the system staff.**

**4. Doing the right depending on the results of this analysis, and performance measurement after achievement.**

**5. visual reports of higher quality:**

After collecting the required data and turn it into useful information necessary to show this data being SHOW clear and smooth, helps business intelligence system tools to generate high efficiency and power delivery of reports in the lead up to the person in charge. It can generate visual reports (Picture sings a thousand words) in utmost clarity and simplicity so that it can understand the decision-maker, for example, places the distribution of annual sales for the first quarter plot graph one, and there are several examples of these reports, such as:

- Dashboard: a visible expression of key indicators of the performance of the enterprise (KPI) shows (Key Performance Indicators) and gives pointers to work in real-time or near the (car-like indicators), and works at the operational level of the institution (Operational Level).

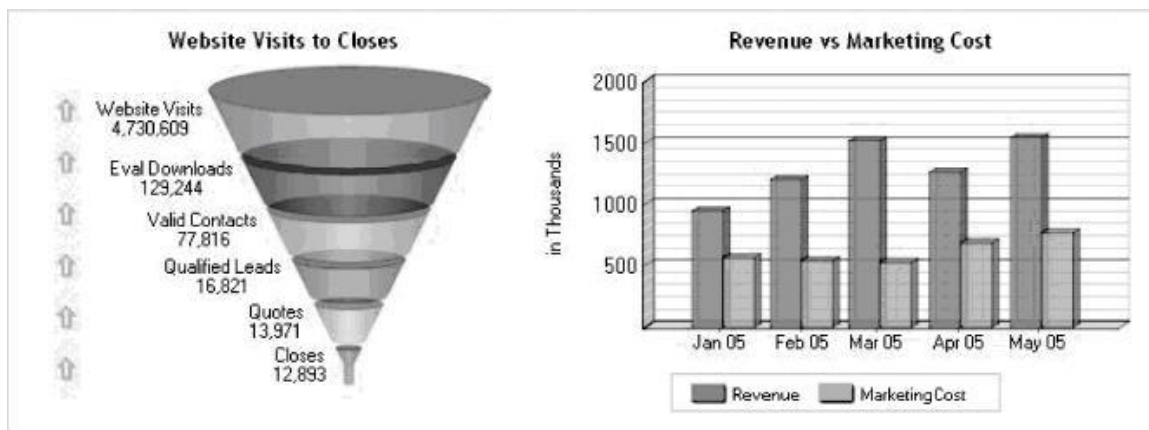


Figure (1)

**III. SCORECARD**

Dashboard-like concept, but it expresses the key indicators of the performance of the enterprise (KPI) in the last phase of a layer of managers at the strategic level (Strategic Level) and functions to verify the approach of the institution's performance of its strategic objectives.

5 STYLES OF BI FUNCTIONALITY USED TO REPORT, ANALYZE, AND MONITOR

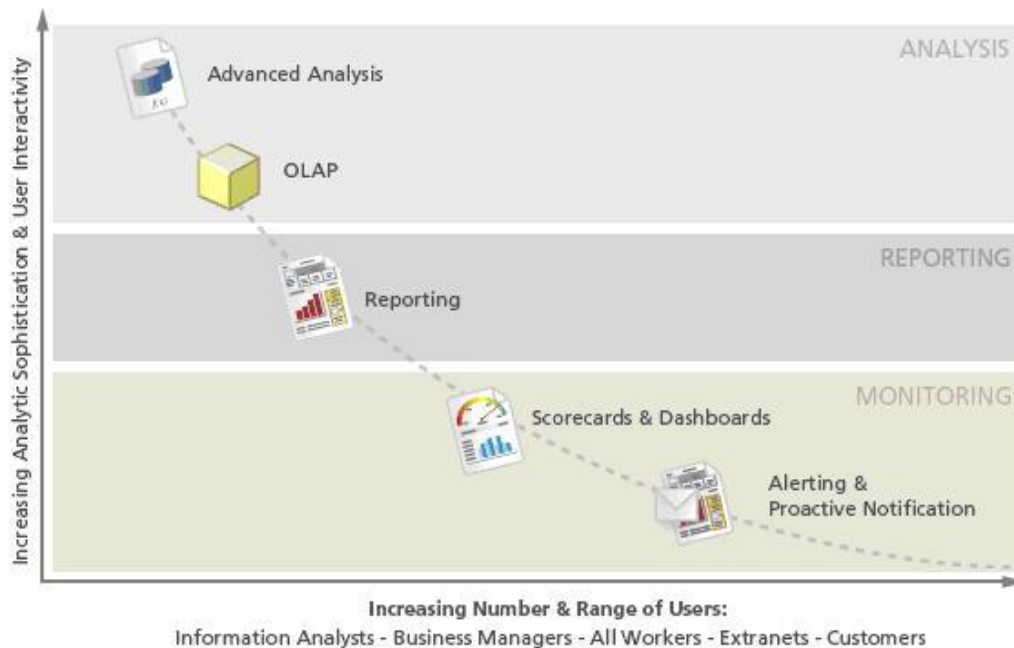


Figure (3)

- OLAP (On line Analytical Processing): include generating reports as needed, create queries and answer them, statistical Anchaéal\_husabat own institution of business and labor market, and create presentations simplified analytical results.

**The importance of the impact of exploration data in Business Intelligence:**

- The instantaneous availability of correct data sums up a lot of time on the decision maker (as it was waiting for the annual inventory to see service or profits, or product waits complex financial studies to know the product more profitable at the end of the industrial cycle, or waiting for sales reports half-year to determine the appropriate product what the residents of the area). This modern concept expresses the quality and accuracy of the highest in the form of time and type of the reports received to help in make the right decision (right) at the right time (the right) to be applied in the correct format and behavior (proper).
- From this point comes the great importance of the concept of "business intelligence", which helps to absorb the situation of the work environment (which is strongly characterized by competition, which has become more complicated as a result of the large change) the speed and the instantaneous monitored continuously and try to anticipate the direction that can take the future field of work meaning and identify opportunities that could be invested or risks that should be avoided in seeking to try to improve the institution's Web site acts within the work environment, or at Least continue in the competition.
- simply, we can understand the business intelligence to employ technology in the use of accurate real-time information of value to the instantaneous high related to the field of the work itself and the data of reliability (reliability) large available from several sources and apply what has been gained from the experience in order to improve and develop the quality of decisions that must be taken to build on this information.

**IV. EXPECTED RESULTS**

- The conduct business intelligence can give impressive results, and detailed. You can use techniques can be used and procedures to make intelligent business your business more effective and more efficient, as they increase earnings, shrinking your costs, and improve your relationships with your customers and your suppliers.
- The use of business intelligence to make the best decision work through the use of information management systems and technological applications in order to collection, storage, analysis and provide of data, that is, business intelligence leads us to work better to make decision through the use of accurate information in a timely manner.
- Aims to employ technology in the use of accurate real-time information of value related to the field of high-quality work itself, and the high reliability of data available from several sources and apply what has been

gained from the experience in order to improve and develop the quality of decisions to be taken based on this information.

- Access to the desired goal as an integrated consists of several sub-requirements should be met to achieve all that. We want jobs that carried out by the system, and by seeking to build system all components with the infrastructure required for the application of appropriate quality.
- Access to the goals of the enterprise.
- To achieve the strategic vision for the institution works.
- the needs of local business and future.
- routines of work that must be modified, deleted or added.
- invisible reports are higher
- Ready reports built into the system.