BI make the world better

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**Introduction**

BI as it meaning “ Business Intelligence” works great in business data analytic,

as a manager, BI can help you better understand the past, now and future of company development, Analyzing the strength and weakness of your company, making a good decision, finding business opportunity, managing your sales and income, finding the potential customers, improve customers services, increasing the customer services. However BI not only can use in business, it also can use every aspect of our life which make the world better, called “data driven life” by using data to make our decision. ([Jose Luis Orihuela](https://towardsdatascience.com/@jlori), 2019). For example, “BI can use in school system, they can understand the effect and tends in student test results and grades based on gender, attendance rate and teaching method. BI also be used in police department which can help the police officers responds better to call outs and reduce the crime rate and make the world more peaceful”(Cyndi Howon, 2014, p. 23). Moreover, BI can be use in sports, supermarket, retailer and etc, I will clarify each cases specifically in the fallowing.

**Findings**

Traditionally, professional sports management and decision maker are following the practices of past history and personal experience. The decision to tell the players like: which method to make progress, which strategies to use in the game were not really accurate and effective. The first sports using BI Analytic is Baseball. “The famous story of Oakland Athletics, popularized in Michael Lewis’s book Moneyball, showed the power of the big data in sports, telling the story of billy Beane’s use of statistics to rvolution the practice of baseball player evaluation.”([Shelby Blitz](https://www.sisense.com/blog/author/shelby/), 2017)

Since the BI was applied in baseball, the team’s performance imporved obvisouly. Sports coach or leader can analyse the data of each athletics and tell them ach detail of the game and training them according to one’s strength and weakness. Then they can pick the most talent player according to their data. According to the statistical analysis, players who are often undervalued of their talent, and more are better indicators of success than traditional methods of evaluating baseball players.(4 Ways Sports Business Intelligence is Changing the)

The second case is BI using in teaching. Traditionally, teachers will prepare the class materials and give assignments for general students, which they think it is important to learn the course. And the learning results will be presented by the exam scores. However, through the BI systems, the teaching and learning will be both improved. For example, with using the Bi system, the assignments students submitted will evaluted immediately. Then teachers will prepare the class according to the feedback of students, and understand their strenghth and weakness. Satisfying the students needs, improving their weakness. Therefore, students will learn more knowledge, promoting their self -development. As the case said, Example 2: At Rio Salado College, administrators using big data program that tracked students’s progress and alerted them to when students were at risk of dropping out, which reached a 40% decrease in dropout rates,also providing the studetns unique and personaized teaching method(Understanding how Big Data can Help Improve Teaching, With 2 Examples)

**Conclusion**

* Although the government and its businesses may engage in certain legal practices that they believe are beneficial to the customer or general population, these practices can do major damage over time to the people being serviced.
* In order to protect U.S. citizens from terror, the government effectively implemented a new terror of their own. These practices are legal, but it matters that they are unethical.

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