Although a Business Practice May Be Legal, Does it Matter That it Isn’t Ethical?

Student Sample of an “A” Paper

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**Introduction**

 In a business world, company are operating lots of data about the customer information, sales, vendors competitors and etc. To transfer those data into operation information, which will boost the company develoment and increasing the revenue. Enterprises now are trying to use BI system. BI tools are playing important role in analyzing, integrating data and making a data driven decision for enterprises. BI have tons of types tools, those tools are different type software. For example, “ad hoc analytics and querying, enterprise reporting, online analytical processing (OLAP), mobile BI, real-time BI, operational BI, software-as-a-service BI, open source BI, collaborative BI and location intelligence.”(Rouse) with those software tools, business people can process the complex data accurately and quickly instead of waiting for IT people. Importantly, different level business people use different tools. Like analyst use analystic and query, electives or manager using software services. However, the question need to be addressed is that how to select appropriate tools for different level users, selecting right BI tool is necessary, which will let your company more competitive.

**Findingg**

Selecting the appropriate Bi tools for right person is sill a difficulty decision and it takes lots time, even enterprise has already set a interdependently department for selection process. The selection results are the vital process of the whole Bi system operating, if choosing the wrong tools, the whole system of the company can disrupted. Here are some points need to be considered before choosing the tools. First, considering your own BI system and strategy. Like what kinds of results you wants, who will be suitable for the tools. For example, you just need a simple daily reports for emails, calendar, dashboard or excel, or you want a complex data analyst, perfect data visualization. Those will choose different software for different level people.For example“Tableau is the industry-leading visualizations, whereas Holistics are great for detailed-level operational data.” (Raisinghani) If you just select a tools that meet the overall requirement of the company, that looks like you buy a perfect Moncler down jacket in Florida, you do not have a chance to wear it, which cost a lot money and not usable. Second, thinking about how to stores your data.if your company is small and the data is not that big, you can try to use the BI tools that can upload you owner data into the software and make a report, this way (calles “BI tools load your system”) does not need your to make your company data structure. Otherwise your company are large and has lots of data to be process, you cannot use this kind of software, because of more and more data will increase the cost. You can choose the software (called BI tool work with your database”)which will work with your data not store your data. Also remembering that considering the flexibility of the BI tools, because you might need it in your company future development. Third, you need to analyze the report creation process. For example, who gonna prepare the report, did they can analyze the data professionally like IT people, can they write the codes or they like excel or tableau dashboard, dragging or moving the items. Using those software like tableau are easy and simple and to make an report. However, some data are unclean, you cannot make report by just drag or remove. That why some people use writing code or more complex way to prepare reports,like SAS or R Studio. It’s connect with your different data type, also when users writes the codes and operate it, you can control the data easily.

“After considering all the situation, you also need to take the integration challenges into consideration, which is the biggest challenges when implementing new BI tools.” (Zhu) .

https://n-spro.com/blog/evaluate-choose-the-right-bi-analytics-tools-for-your-project-part-1

There are many things need be considered before selecting the appropriate BI tools, After carefully choosing the

**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.

**Reference List**

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**The right BI tool can bring information to light that might not have been obvious, or may never even have been discovered if it wasn’t for using the right tool. On a basic level, a BI tool can track company metrics such as sales and conversions, usage, and engagement. BI tools can also identify trends and correlations such as products that are bought together, or certain times being more optimal for different product mixes. BI tools can be used to pick future product winners, predict outcomes, and identify new markets.**