Things Need to Be Considered Before Selecting Right BI Tools

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**Introduction**

In a business world, more and more Enterprises are trying to use business intelligence (BI) system to manage their data, because BI system can transfer the data into clearly visible report or graph and show the insights of the company. BI system is operating and processing by BI software tools. Therefore, BI tools play an important role in analyzing, integrating data and making a data driven decision for enterprises. BI have many types software tools, 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, 2019). With those software tools, business people can process the complex data accurately and quickly instead of waiting for IT people. More importantly, different level business people use different tools. For example, analyst use analytic and query; Executive or manager using software services. However, the question that needs to be addressed is how to select appropriate the appropriate tools for different level users. Selecting right BI tool is necessary, because it allow the company to become more competitive.

**Finding**

Selecting the appropriate BI tools for right users is still a difficulty decision and takes lots of time, even if the enterprise has already set a interdependently department for the selection process. The selection results are vital process to the whole BI system operation, by choosing the wrong tools, the whole system of the company can be disrupted. Here are some points that need to be considered before choosing the tools.

First, the company should consider their own BI system and strategy. For Example, what kinds of results does it and what will be suitable for the tools. For example, the company needs a simple daily reports for emails, calendar, dashboard or excel, or it wants a complex data analyst and perfect data visualization. The company 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, 2018). If you selecting a tools that meets the overall requirement of the company is similar to you buy a perfect Moncler down jacket in Florida, there is little to wear it, which cost a lot money and not usable.

Second, understanding the target customers and lets the users to select the BI tools. Usually the company think IT people are more familiar with those software tools; they can have a better selection. However, not all users are likely to use the BI tools after the company buys it. Users adoption are important. Even the best BI tool, if no users adopts it, it is useless. Therefore, company should consider user adoption rate. Different users have different backgrounds and needs. Company should meets the end users needs and let them participate in the selection process, listening to their words, which may increase the numbers of user adoption.

Third , thinking about how to stores the data. If the company is small and the data is not that big, the company can try to use the BI tools that can upload the owner’s data into the software and make a report. This way (called “BI tools load your system”) does not need to make the company’s data structure. Otherwise, the company is large and has lots of data to be process, it cannot use this kind of software because of more and more data will increase the cost. The company can choose the software (called “BI tool work with your database”)which will work with the data not stored.

Fourth, the company need to analyze the report creation process. For example, who will prepare the report, did they analyze the data professionally like IT people writing codes, or they prefer excel, tableau dashboard? Using software like Tableau are easy and simple to make an report. However, some data are unclean, the company cannot make report by just drag or remove. That is why some people use writing code or more complex way to prepare reports, like SAS or R Studio. It is connected with your different data types, also when users write the codes and operate them, they can control the data easily.

Lastly, “After considering those situation, you also need to take the integration challenges, mobility into consideration, which is most challenges thing when implementing new BI tools.” (Zhu, 2016). Integration means the compatible of the BI system with the company’s own system, if they are not compatible with each other, there will be a big problems, such as frequent error or even company system crash status. In the era of digital mobile phones, the mobility feature BI tools is essential to the company. Mobility means that BI tools can be used in phones or iPads. When employees or leaders are finish their work, they want to see the company data for the sake of the efficient and sensible information. A company needs to make sure the report or dashboard can be seen on the phone immediately, making sure they can make changes anytime.

**Conclusion**

As a word, There are many things that need be considered before selecting the appropriate BI tools. For example, taking into account of the company’s own situation and its system, cost related formation, usability. It is a wise strategy to have separate teams for selection the right tools. However, it still needs to consider the opinion of the end users. The company should put more emphasis on it. Because the end users opinions decide on the future user adoption rate and a well adopted BI Tools can improve the work efficient and the operation of the company, it also can support the data analytic and making a decision. Most Importantly, “BI tools not only give a report of historical performance, but also for predicting future trends and new markets”(Rees & Colqhoun, 2017). Based on those points, selecting right tools is important to starting a BI system, and executing it successfully.

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