

Management Information Systems

Business Intelligence

1. Describe the differences between a Data Warehouse and Data Mart and how each are used within an organization. Be sure to provide strengths and weaknesses for both.

A **Data Warehouse** and a **Data Mart** are two types of data storage systems used by organizations to manage their data.

A Data Warehouse provides a comprehensive view of an organizations operations by integrating data from various sources. It is ideal for business intelligence and making informed decisions. Building and maintaining a Data Warehouse can be expensive, time consuming and difficult to adapt to changing business needs.

A Data Mart is a smaller subset of a Data Warehouse focused on a specific business function or department. It provides quick access to specific data and is less expensive to implement and maintain. It also can create data silos and limit the integration of data across departments and functions.

If a Data Warehouse or a Data Mart is better for an organization depends on the organizations specific needs and priorities. Large organizations that need to analyze data across multiple functions or departments may benefit more from using a Data Warehouse. Smaller organizations that require quick access to specific data may prefer using a Data Mart. In some cases, it may be beneficial for an organization to implement both to provide an overall view of their operations while also having access to department specific data.

2. Provide a well-known organization that uses Business Intelligence and explain how it is used to better their business.

In the following I want to explain you the connection between Hörmann and Business Intelligence. I choose Hörmann, because my father runs a company which has a close partnership with them.

Hörmann, a German company that produces doors, gates, frames, and operators, uses Business Intelligence (BI) tools to improve its operations and customer service. Through Business Intelligence, Hörmann analyzes data from sensors and equipment used in manufacturing, which I also have already learned to install and adjust, enabling it to optimize production processes, reduce costs, and enhance product quality. By analyzing customer orders and complaints, Hörmann also improves its customer service, leading to higher levels of customer satisfaction and loyalty.

As the exclusive Partnership Company in the state of Schleswig-Holstein, Germany, my fathers company can also benefit from Business Intelligence insights into customer behavior, market trends, and operational inefficiencies that Hörmann shares with them. This data can help my fathers company to optimize its business processes, improve customer satisfaction, and increase profitability.

To sum up, Business Intelligence is an important tool for Hörmann that enhances its manufacturing processes, customer service, and decision making. With leveraging Business Intelligence, my fathers company can similarly improve its operations and provide better service to its customers.