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Business intelligence tools are helpful in the success of business because it will help a business in releasing the influence of learning from the past that is based on the data and information it offers. These data and information can then be used for planning in business that is very helpful. Business intelligence tools are very important in business decision making because decisions are made on past records and business owner should understand the value of tapping the potential of companies past data and records. The past data when changed into information that can serve many important purposes to the business. Aiming to build a successful business one has to consider such data and information as an asset of the business.

One of the most significant and broadly used BI tools being employed is the spreadsheet. This is one of the initial tools that were employed for business intelligence. It is generally offered with the software package or suite purchased. A spreadsheet enables the business user to utilize extract data, enter it in the spread sheet and rise with reports that are dependent on the instructions used. Even by employing the very basic spreadsheet program a business can have the valuable set of reports for administration and choice making. Even one do not require to go as far as using SQL and OLAP tools when need to generate reports for business tracking and management information. Though, triumph in the business does not depend only on the use of the business tools. Apart from the application of business tools like the spreadsheet creates data or information, the triumph of the business would be relied on the capability of the business management team to understand or interpret the information in terms that would be helpful to the business.

These days, many businesses are paying close attention to the fact that their most significant asset is in fact not their physical assets but their intangible assets that may come in the type of market intelligence. BI tools can help to create such information. The prediction and examination created by using the tools are now been considered as worthy assets by successful businesses. It makes difficult for the business to remain related without outstanding market intelligence to back up its choice making. Alternatively, businesses that employ business intelligence tools proficiently and examine the reports they create exceptionally, are more liable to become match changer and leaders in their business.

Though, aiming to get the most from business intelligence tools, one should be utilizing them to learn, adapt and change as well as to supervise and direct the business. Learning, adapting and changing can come in the type of making modifications to the products and services based on the market intelligence derivate from the data and information.

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