



BUSINESS INTELLIGENCE & ANALYTICS



BI&A

BI&A refers to the transformation of raw data into meaningful and useful information for analysis purposes.

BI&A Area:

- Data Warehousing
- **Business Intelligence**
- **Information Management**
- **Analytic applications**



BI&A Motivations

Theoretical Motivations:

Demand for predictive analytics

Practical Motivations:

• Increase visibility of business operations to improve decision making and anticipate opportunities

Interdisciplinary field



Examples of BI&A Applications

- Trajectory Data Warehouse
- Pattern Detection
- Mobility Data Integration
- Semantic Modeling
- Sentiment Analysis
- Community Detection
- Real Time Data Warehouse
- Event Streams Clustering
- Pervasive and Healthcare System
- Information Retrieval



Approaches to BI&A

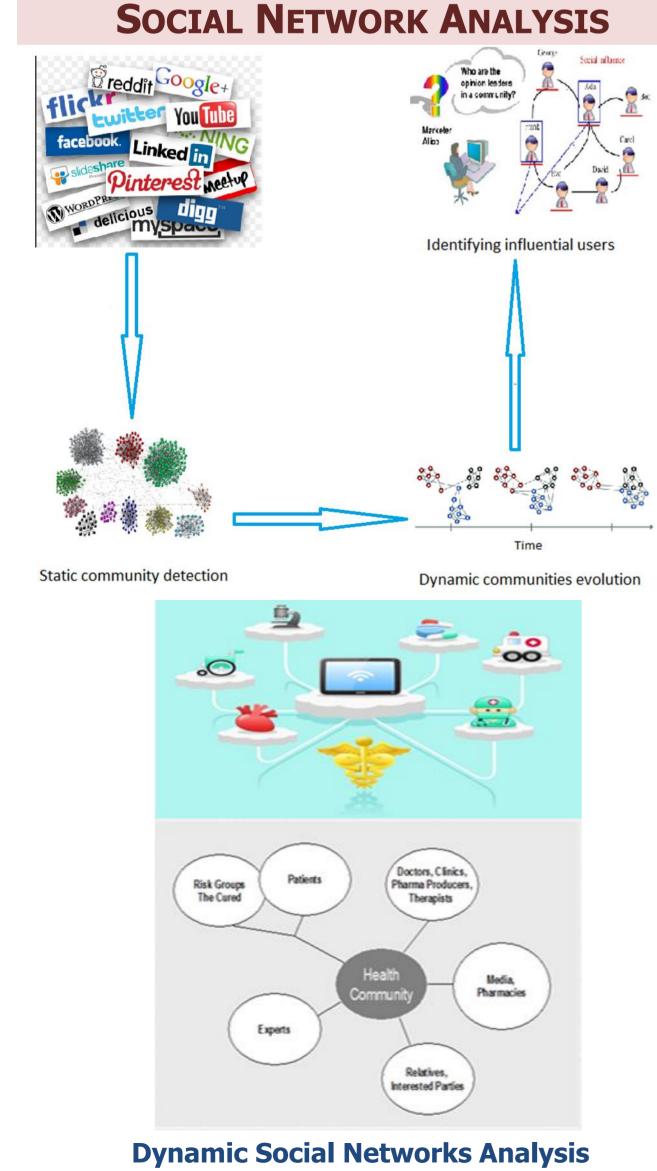
Data Mining Centrality Measures Bee Behavior Machine Learning Techniques Ontology Modeling Reasoning **Extract-Transform-Load Trigonometric Method Fuzzy Logic Histograms**

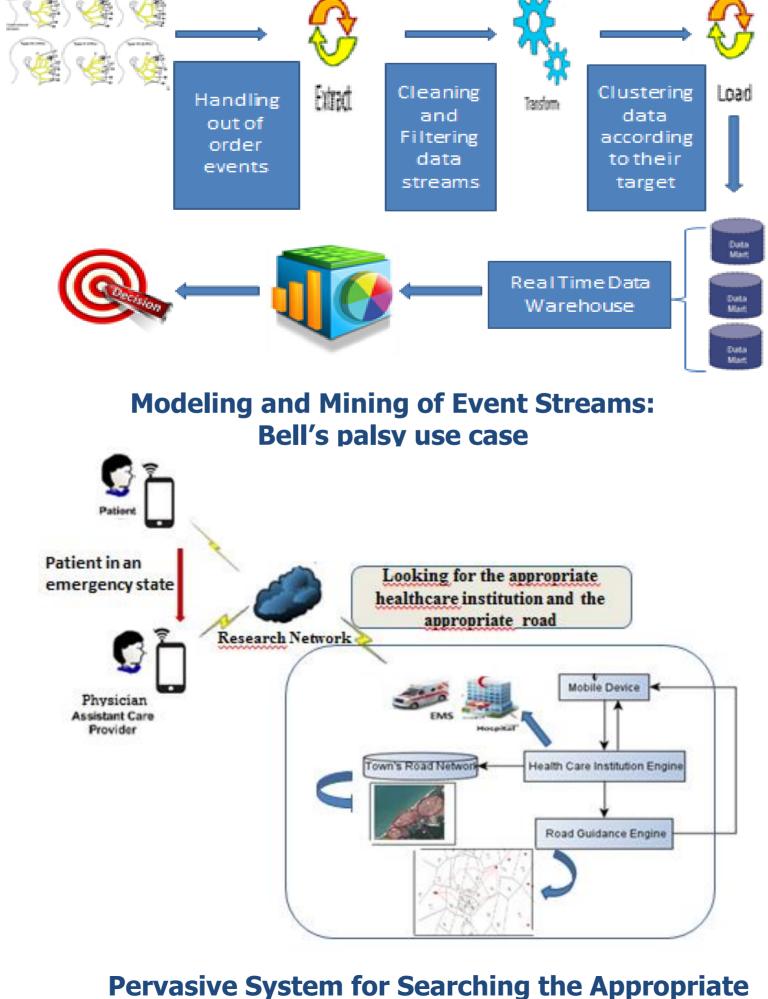
BI&A Application Domains of Interest

HEALTHCARE PERVASIVE SYSTEMS

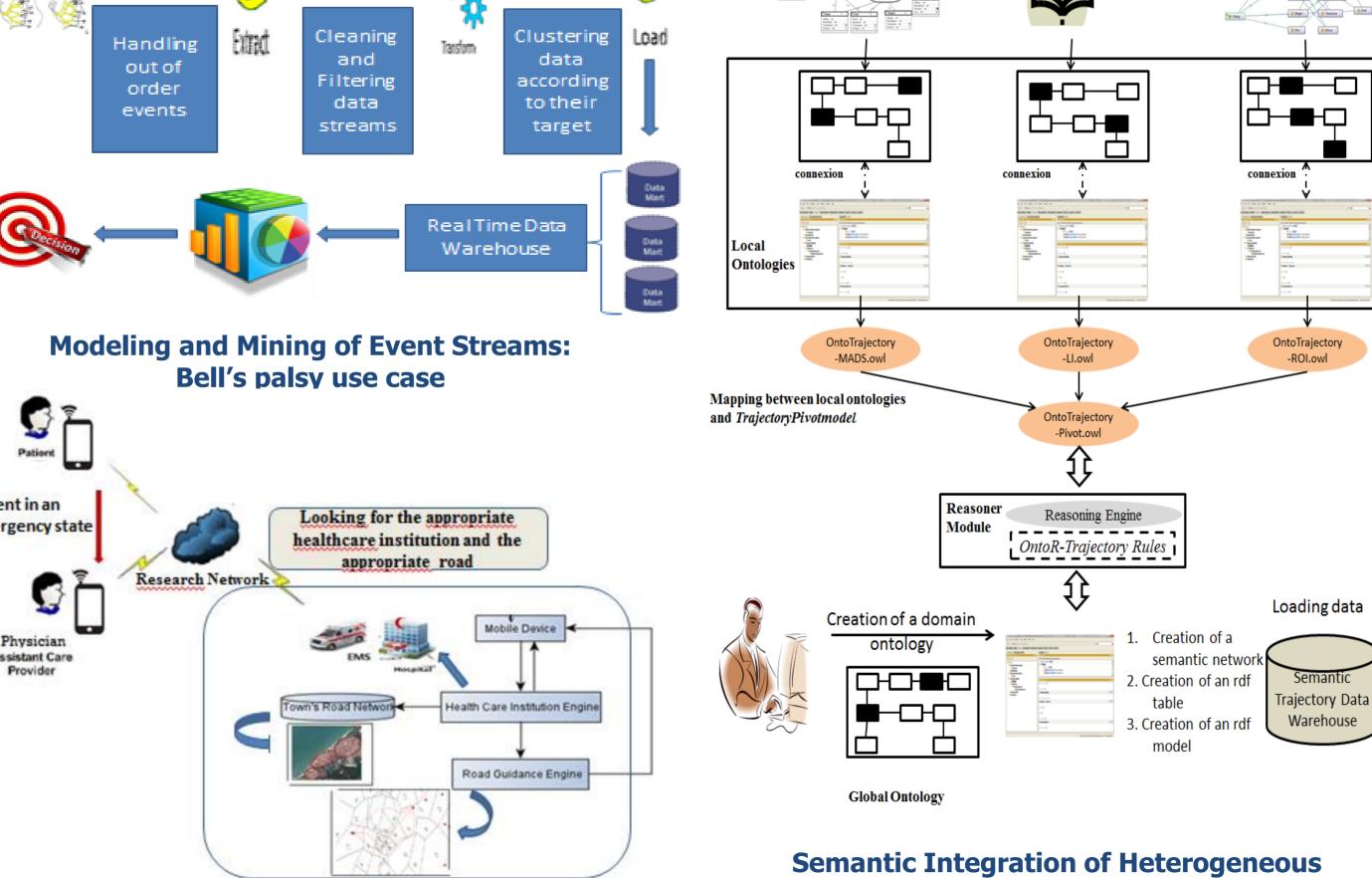
Semantic Annotation of BioInformatics

Web Services





Medical Institution and the Best Road



Mobility Data Sources

MOBILITY DATA MODELING AND

ANALYSIS

Rawdata.txt