Abstract

The major activity of Business Intelligence (BI) is to dig out the various trends and patterns from variety of authentic sources that helps the managers to take appropriate decision in framing the policies for business plans accordingly. Surveys are considered to be an essential part of BI. Surveys conducted amongst different or same groups by different team may yield
conflicting reports. Moreover the recorded answers during the surveys may even contain a lot of
evagueness in it. This paper suggests and implements a neuro-fuzzy approach for processing
and storing the vague information captured during the surveys. This approach shall help the
personnel involve in BI to get the more appropriate analysis based on human like reasoning, out
of the Data Warehouse (DW) as compared to the DWs based on the crisp values only.

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Index Terms

Computer Science
Soft Computing

Key words

Neuro-Fuzzy
Fuzzy Information
Fuzzy sources
Data

Warehouse
Questionnaire
Business Intelligence
Surveys