The Role of Business Intelligence Tools in Decision Making Process

Abstract

Business organization sheds the lights on the development in marketing to be able to accompaniment with the last even in marketing and to handle market management. The organizations create their own business decisions and operations through using business intelligence justification. Therefore organization can do that through knowledge, and convey the correct information. As a result, business intelligence becomes the main criterion and the strategic performance in the modern organization to achieve the dominant character. This study will show the impact of using business intelligence strategy on the decision making process by showing a study of the Jordanian customs department.

References

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Index Terms

Computer Science          Decision Support

Keywords

Business Intelligence    Data Mining    Data warehouse    Decision Making