UNSTRUCTURED INFORMATION IN BI SYSTEMS

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ABSTRACT

BI converts data from previously many disparate corporate functions and synthesizes into useful information and, ultimately, into knowledge. BI is built on many previous applications that are used to aid decision-making. Examples include On-line Application Processing (OLAP) and Data Warehousing [1]. Data stored in these formats are referred to as structured data. This article will go beyond structured data and determine how BI processes semi-structured data - data that are not easily quantified, but crucial for decision-making.

METHODOLOGY

We intend to identify the limiting factors that hinder the input of semi-structured data. Limiting factors may include restricted search capabilities of semi-structured data, or inability to structurize data.

The first phase of the investigation is to identify the strengths and weaknesses of BI system capabilities to handle semi-structured data. Topics to be covered are BI competency, level of usage, chronic problematic issues, goodness of fit to the organization and the types of semi-structured data these companies need to input.

The second phase of this study will be to look at what strategies are available to optimize input of semi-structured data. A typical BI model will be used to determine the limiting factors of semi-structured data. Next we will identify new tools being researched that will address the factors.

CONCLUSION

We will propose applications, generic or customized, and strategic models that companies can use to quantify external semi-structured information. We believe that this research will provide ways to increase the input to a decision support system that will increase the overall strategic confidence of decision makers when analyzing results of their business intelligence.

REFERENCES

1. Nagesh, S., (2004) “Business Intelligence”, *Communications of the Association for Information Systems*, (13), pp. 177-195.