



KEMENTERIAN  
PENDIDIKAN DAN KEBUDAYAAN



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# Kecerdasan Bisnis pada Era New Normal



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# • TAK KENAL MAKA TAK SAYANG

Sistem  
informasi

Sistem  
Infromasi  
Manajemen

Sistem  
Pendukung  
Keputusan

Sistem Cerdas

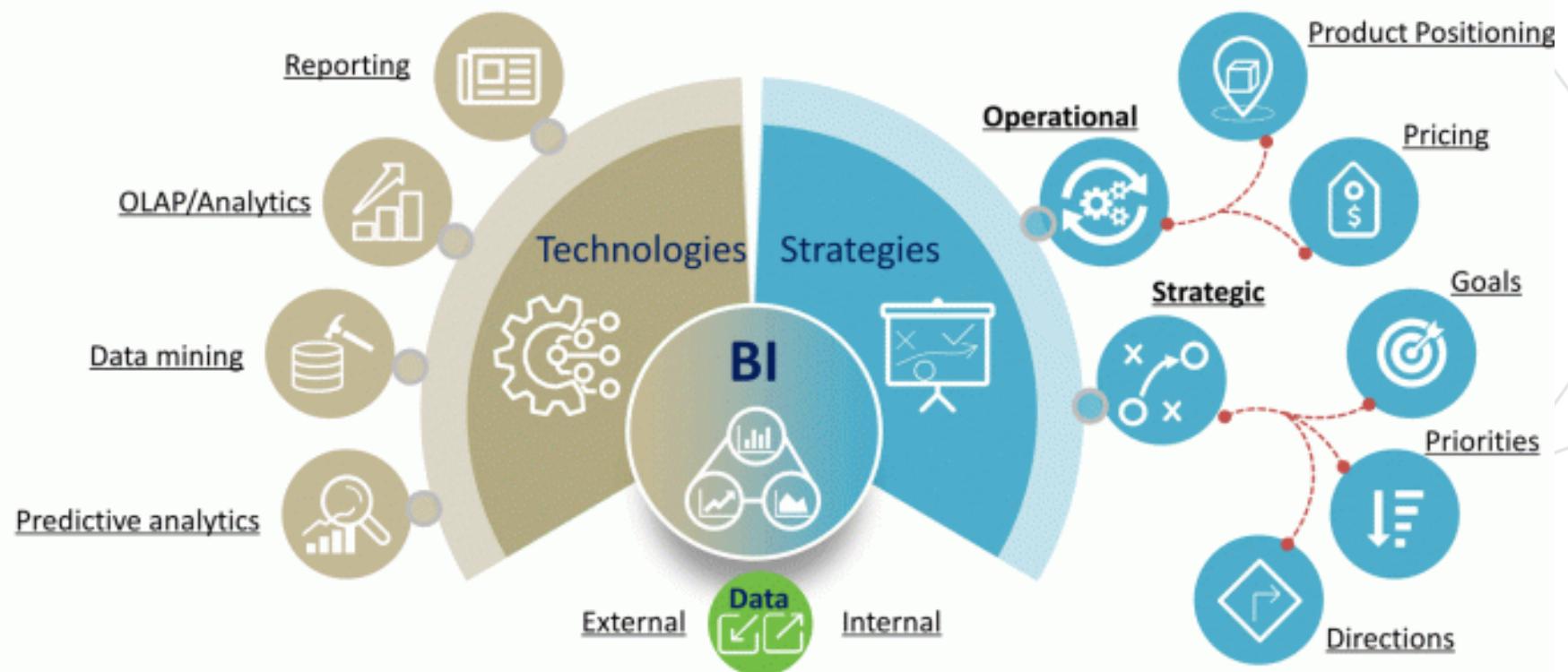
Kecerdasan  
Buatan

Kecerdasan  
Komputasional

Data Science

Intelegent  
Business

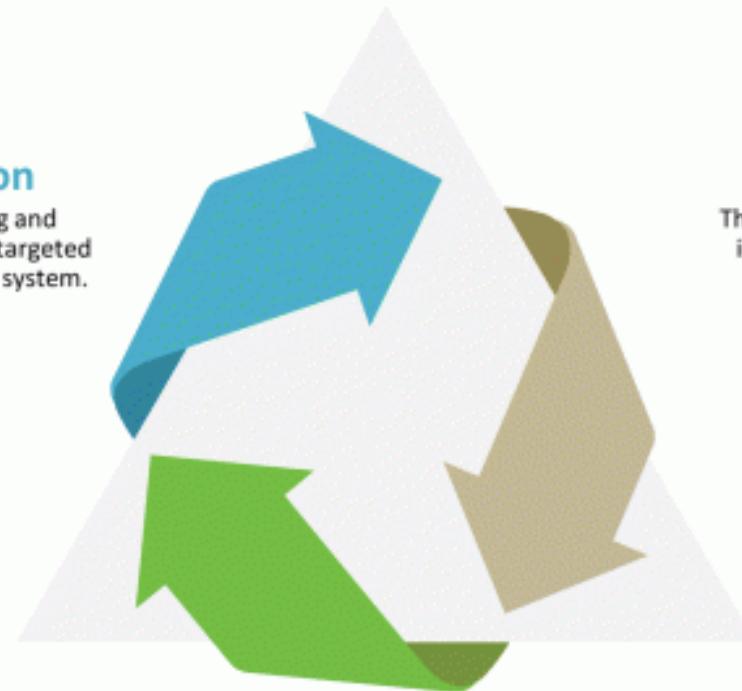
# What is Business intelligence?



# Business intelligence definition

## Data collection

The process of gathering and measuring information on targeted variables in an established system.



## Data Storage

The recording (storing) of information (data) in a storage medium.

## Knowledge Management

Knowledge management (KM) is the process of creating, sharing, using and managing the knowledge and information of an organization.

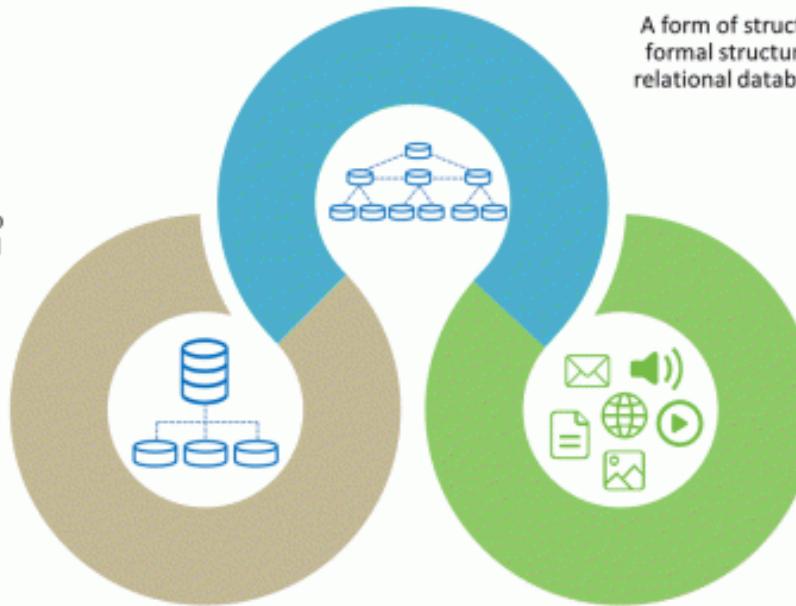
# The hierarchy of Business intelligence



# Three Data categories

## Structured

An abstract model that organizes elements of data and standardizes how they relate to one another and to the properties of real-world entities.



## Semi-structured

A form of structured data that does not obey the formal structure of data models associated with relational databases or other forms of data tables.

## Unstructured

Information that either does not have a pre-defined data model or is not organized in a pre-defined manner. Unstructured information is typically text-heavy, but may contain data such as dates, numbers, and facts as well.

# Business intelligence implementation





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# Bagaimana BI Bekerja : Studi kasus Go-Jek

<https://youtu.be/HR5wFOolalQ>





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# Thank You

