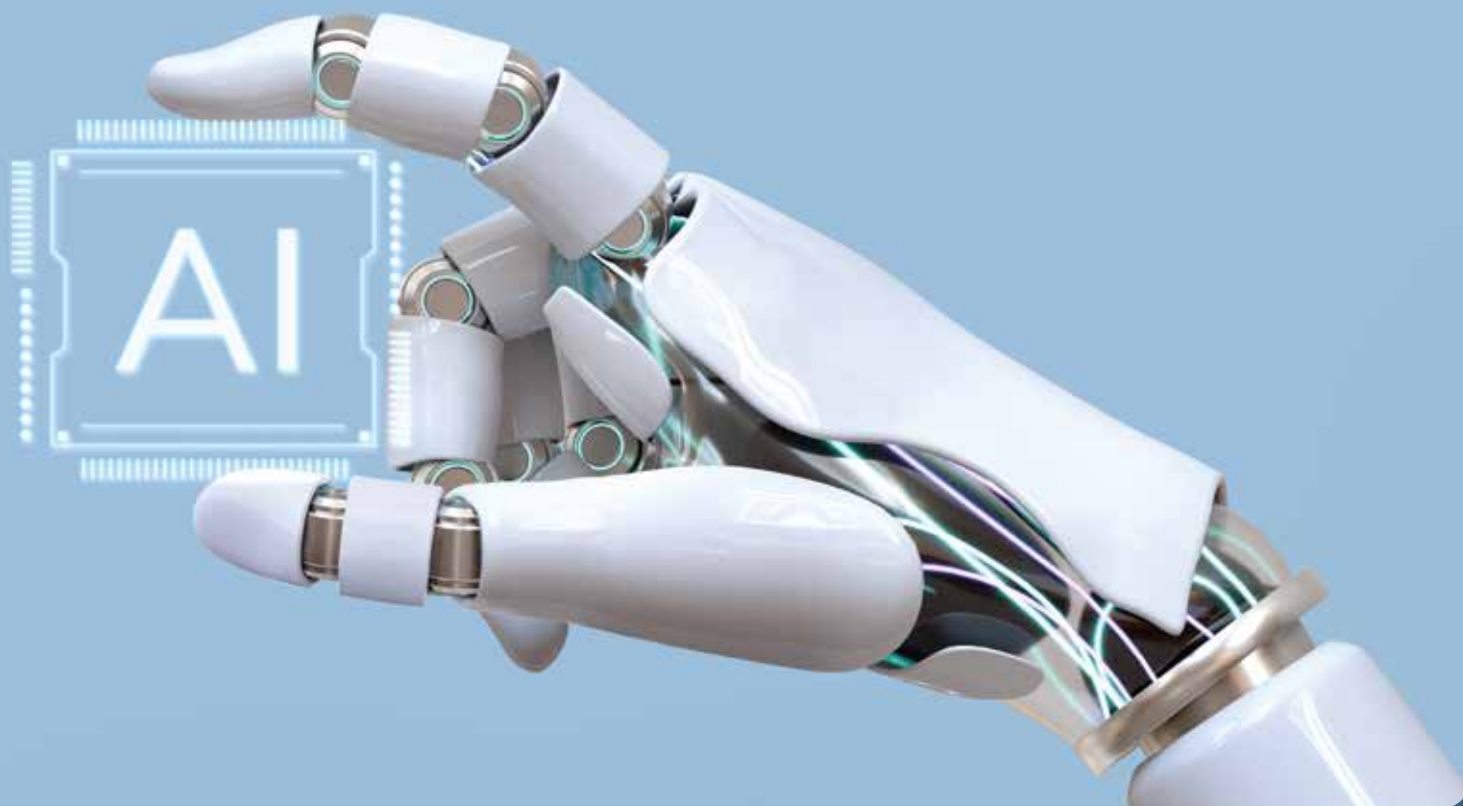


FROM BI TO ARTIFICIAL INTELLIGENCE

HOW TO TURN DATA INTO DECISIONS



INFORMATION FOR ALL



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Turning data into intelligent decisions

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Because without well-prepared data, there are no quality insights

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INTRODUCTION

We live in a moment where having data is no longer enough. Organizations need to transform it into real value: faster decisions, more efficient operations and smarter strategies.

Business Intelligence tools opened this path, but today it is necessary to go beyond reports and dashboards. Data Engineering ensures solid and reliable foundations, modern platforms like Qlik and Power BI expand analytical capabilities, and Artificial Intelligence brings a new dimension of automation and predictability.

This eBook was designed to show, in a simple and practical way, how companies can take advantage of this evolution. Throughout the next pages, you will find concepts, examples and best practices that help transform scattered data into actionable knowledge — and knowledge into business impact.

**TRANSFORMING DATA INTO ACTIONABLE INSIGHTS
IS NOT A LUXURY, IT IS A STRATEGIC IMPERATIVE.**



BUSINESS INTELLIGENCE & ANALYTICS: WHAT YOU NEED TO KNOW

Today, data is everywhere: operational systems, sales applications, social networks, machine sensors. But the presence of data alone does not generate value. This is where Business Intelligence (BI) and Analytics come in: tools and methods that transform this mass of information into strategic, fast and reliable decisions.

Business Intelligence focuses on organizing, consolidating and visualizing data. It can be compared to a map that shows where your company is right now – dashboards, reports and indicators that make visible what was previously dispersed.

Analytics, on the other hand, goes a step further: it analyzes patterns, identifies opportunities and helps predict future scenarios. Here we find statistical methods, machine learning and predictive models that anticipate trends and risks rather than simply reacting to them.



The real value emerges when BI and Analytics work together:

- Reliable and accessible information (BI)
- Insights that guide strategic decisions and actions (Analytics)

The result? Teams stop making decisions in the dark, processes become more agile, and the company becomes capable of responding faster to market changes. In short: Turning data into intelligent decisions is key to achieving a competitive edge today.

ANALYTICS IN PRACTICE: FROM DATA ENGINEERING TO THE POWER OF AI

Having data is not the same as having answers. The path from raw data to strategic decision-making goes through Data Engineering: preparing, ingesting and managing data in a reliable and scalable way.

This ensures that data scattered across different systems becomes available in a clean, structured and secure format, ready for analysis.

Without this foundation, dashboards and AI models risk generating incorrect or useless conclusions.

FOUNDATIONS OF DATA ENGINEERING:

Data ingestion and integration: gathering data from multiple sources (ERP, CRM, e-commerce, IoT sensors, social networks, etc.)

Transformation and cleaning: correcting errors, removing duplicates and standardizing information

Structured storage: organizing everything in data lakes or data warehouses, ensuring governance, security and compliance

This creates the invisible infrastructure that ensures dashboards and AI models work with correct and consistent data.

In practice, this involves platforms such as Microsoft Azure, Databricks or Microsoft Fabric, which manage large volumes of data efficiently.



FROM HISTORICAL ANALYSIS TO PREDICTION — ANALYTICS

With data prepared, we enter Analytics itself. Here, data becomes intelligence:

- Descriptive analysis: what happened?
- Diagnostic analysis: why did it happen?
- Predictive and prescriptive analysis: what might happen? And how should we act?

AI AS AN ANALYTICS ACCELERATOR

AI adds layers of automation and advanced prediction:

- Machine Learning: models that learn from data to predict sales, identify churn or optimize operations.
- Intelligent automation: bots and algorithms that execute repetitive tasks or suggest decisions.
- Decision support: analytical copilots that turn complex insights into practical actions.

DELIVERING REAL BUSINESS VALUE:

Faster, data-driven decisions

More efficient processes with fewer errors

Ability to anticipate opportunities and risks

Sustainable competitive advantage in dynamic markets



With Data Engineering, Analytics and AI, the company transforms data into strategic actions that make a difference.

THE NEW BUSINESS INTELLIGENCE: FASTER, SMARTER, MORE STRATEGIC

Traditional BI focused on static reports, often produced with delays. Today, modern platforms like Power BI and Qlik allow companies to access real-time information, making it possible to react quickly to market changes, customer behavior or internal operations.



Faster — insights that guide action:

- Interactive dashboards that highlight anomalies or opportunities.
- Automatic alerts when indicators deviate from expectations.
- Predictive models that anticipate customer behavior or process performance.



More strategic — aligned with the business:

With reliable information and actionable insights, companies can:

- Prioritize investments based on real data.
- Identify risks before they become problems.
- Optimize processes to maximize efficiency and competitive advantage.



The big picture:

- Speed: real-time insights.
- Intelligence: actionable and predictive insights.
- Strategy: decisions aligned with business objectives.

It doesn't just reveal what happened, it directs what should happen. Transforming data into strategic decisions has never been so accessible and impactful.



ENABLING TRANSFORMATION THROUGH ADVANCED TOOLS

The role of modern BI and Analytics tools

BI tools go beyond traditional reporting. They are transformation engines that allow companies to consolidate data from multiple sources, visualize information clearly and interactively, and generate actionable insights that guide strategic decisions.

Having the right technology is essential, but real value emerges when tools are combined with advanced Data Engineering and Analytics processes.

	FOCUS	COMPETITIVE EDGE	IMPACT
Qlik: The story of intuitive BI	Interactive dashboards and self-service data exploration	Interactive dashboards and self-service data exploration	Quick understanding of KPIs and historical patterns, with ensured data governance
Power BI: Insights anywhere	Interactive dashboards and collaborative insights analysis	Integration with Microsoft 365, enabling agile and intuitive collaboration directly within familiar applications such as Excel, SharePoint, Teams, and Outlook.	Data-driven decisions accessible at all levels of the organization
Microsoft Fabric: the evolution toward Data Mesh	End-to-end integration of data, analytics, and artificial intelligence	Unified architecture connecting data pipelines, dashboards, and predictive models	Enables automation of advanced analyses and supports complex decision-making at scale

The most important thing is not the tool itself, but how it fits
into the company's strategy:

Scalability and integration

Ease of use and adoption

Support for advanced Analytics and AI



Modern tools are the engine of modern analytics, but it is their combination with data
processes and intelligent strategies that delivers real results.

HOW DIFFERENT AREAS BENEFIT FROM DATA



Marketing

- Intelligent segmentation: identify audiences with a higher likelihood of conversion.
- Campaign optimization: measure performance in real time and quickly adjust strategies.
- Trend forecasting: anticipate consumer behavior and launch products or promotions at the right time.



Sales:

- Pipeline management: track opportunities and forecast.
- Lead prioritization: focus on prospects with the greatest potential.
- Team performance visibility: dashboards that display goals and results in real time.



Finance:

- Monitoring financial KPIs: profit, expenses, and cash flow in real time.
- Forecasting and budgeting: predict outcomes and adjust financial strategies.
- Anomaly detection: quickly spot variances or financial risks.



Operations and Supply Chain:

- Inventory management: real-time data to reduce stockouts and excess inventory.
- Process optimization: identify bottlenecks and automate tasks.
- Demand forecasting: proactively adjust production and logistics.



Human Resources:

- Talent management: track performance, turnover, and training needs.
- Workforce planning: optimize employee allocation across projects or departments.
- Engagement analysis: monitor employee satisfaction and organizational culture.

With well-structured data and modern BI tools, every department gains “superpowers” to act, predict and decide with confidence.

HOW DIFFERENT AREAS CAN LEVERAGE AI

Marketing:



AI helps marketing teams anticipate behaviors and personalize experiences.

- Predictive models identify customers likely to buy or churn.
- Recommendation algorithms adjust campaigns in real time.
- Copilot in Power BI suggests the best timing and channels.

Sales:



Data generates actionable insights on the pipeline and opportunities.

- Forecasting models estimate deal-closing probability.
- AI prioritizes leads and recommends next steps.
- Intelligent agents generate summaries, proposals and follow-ups.

Finance:



Finance achieves greater accuracy and agility in decision-making.

-
- Forecasting models simulate future scenarios.
- AI detects anomalies in expenses and margins.
- Copilot accelerates analysis and reporting.

Operations & Supply Chain:



Here, AI acts as a driver for forecasting and continuous optimization.

- Algorithms predict demand fluctuations.
- Predictive maintenance models anticipate failures.
- AI agents monitor processes and suggest improvements.

HOW DIFFERENT AREAS CAN LEVERAGE AI

Human Resources:



AI brings intelligence and efficiency to talent management.

- Models analyze turnover, performance and engagement.
- Copilot recommends retention and development actions.
- HR Assistant identifies trends and frees time for strategy.

INTELLIGENT AGENTS: THE NEW FRONTIER OF HUMAN–MACHINE COLLABORATION

The evolution of AI within the Analytics ecosystem is giving rise to intelligent agents—applications that autonomously perform support, analysis, or decision-making tasks, always based on corporate data.

These agents do not replace human work — they free teams from repetitive tasks so they can focus on creativity, critical analysis and strategy.

STRATEGIC BUSINESS OUTCOMES

HR Assistant – Analyzes performance data and recommends training plans.

IT Ticket Assistant – Automatically prioritizes and resolves technical requests.

Customer Service Assistant – Suggests personalized responses and identifies cross-selling opportunities.

Product Quality Assistant – Monitors quality metrics and flags deviations.

Code Assistant – Interprets code and generates documentation to accelerate technical work.

By integrating AI and intelligent agents into the BI ecosystem, companies elevate their digital maturity, making data analysis not only faster but also more strategic, predictive, and collaborative.

STRATEGIC BUSINESS OUTCOMES



Speed: faster, more agile decision-making

- Real-time access to updated data.
- Shorter analysis cycles: less time spent on data collection and consolidation.
- Faster reaction to market changes: identify opportunities or risks ahead of the competition.

Clarity: organized and easily understandable data

- Intuitive visualizations: clear dashboards that highlight what truly matters.
- Centralized information: eliminates scattered and redundant data.
- Focus on strategic indicators: everyone knows what to measure and track.

Confidence: data-driven decision-making

- Reduced errors and assumptions: fact-based decision-making instead of subjective perceptions.
- Transparency and auditability: data and analysis history to support decision-making.
- Support for long-term strategy: decisions aligned with the company's objectives and goals.

Integrating BI, Analytics and AI gives companies speed, clarity and confidence — turning data into decisions that drive results and competitive advantage.

BEST PRACTICES TO START STRONG

Small steps that make a difference in a data strategy

Consistent small steps today build a solid and scalable data strategy for tomorrow. With clear objectives, reliable data, and an insights-driven culture, any company can turn data into a real competitive advantage.

1

Start with the right data

- Identify which data truly matters for your business.
- Avoid overwhelming the team with unnecessary information.
- Ensure that data is reliable, complete, and up to date.

2

Define clear goals

- Define what you want to achieve with your data strategy.
- Set measurable and achievable goals.
- Align data objectives with the company's overall strategy.

3

Begin small but consistently

- Start with pilot projects or specific focus areas.
- Test, refine, and scale gradually.
- Ensure that each initiative delivers tangible value quickly.

4

Create a data-driven culture

- Engage all levels of the organization, from operational to strategic.
- Encourage data-driven decision-making.
- Empower employees with intuitive tools and training.

5

Ensure governance and data quality from the start

- Establish clear processes for data collection, storage, and security.
- Define responsibilities and roles in data management.
- Ensure compliance with legal and regulatory standards.

CONCLUSION

From data to decision: the next step is yours

The true differentiator is the ability to transform data into relevant information, actionable insights and intelligent decisions.

This eBook explored:

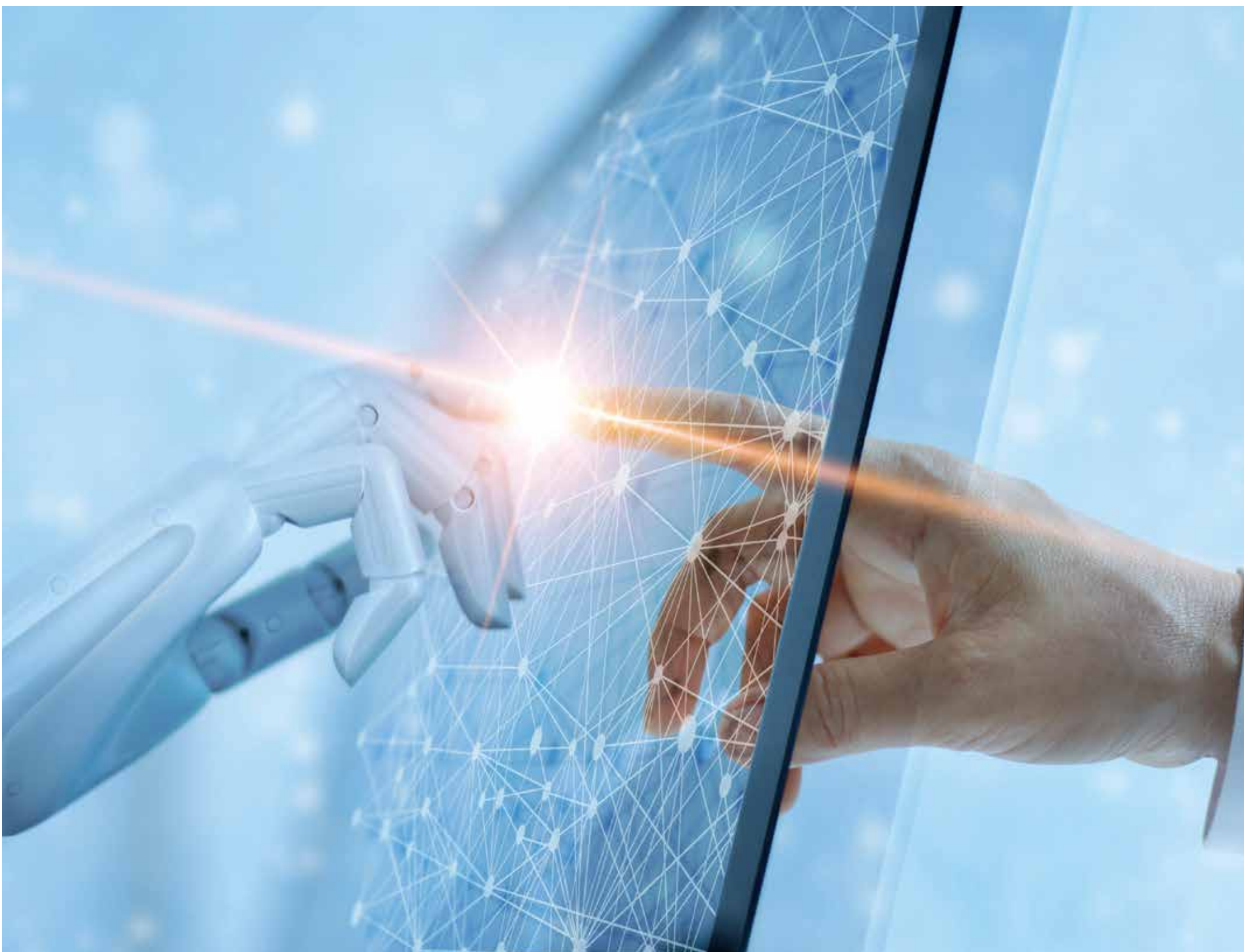
- How Business Intelligence and Analytics have evolved to become faster, smarter, and more strategic.
- The role of Data Engineering and Artificial Intelligence as drivers of modern analytics.
- The tools driving this transformation today, from Power BI to Microsoft Fabric.
- The practical benefits that translate into speed, clarity, and confidence in decision-making.
- And the best practices that help any organization start off on the right foot in a data-driven journey.

The future of Business Intelligence has already arrived: more accessible, smarter and closer to your business reality.

Discover how to take the first step.

F5tci specialists can help you transform data into results.

DISCOVER MORE



INFORMATION FOR ALL

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