



# Business Intelligence - Hypothesengestützte Entdeckung (German Edition)

*Claudia Roller*


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**Business Intelligence - Hypothesengestützte Entdeckung (German Edition)** Claudia Roller  
Studienarbeit aus dem Jahr 2006 im Fachbereich BWL - Unternehmensführung, Management, Organisation, Note: 2,0, Hochschule Pforzheim, Veranstaltung: BW Controlling und Rechnungswesen, 12 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Der Begriff Business Intelligence bedeutet übersetzt: „Geschäftsanalyse“, „geschäftliche Nachforschung“ oder „geschäftliche Erkenntnisse“ und nicht wie oft verwendet „Geschäftsintelligenz“. Ziel ist es, Erkenntnisse zu gewinnen, die in Hinsicht auf die Unternehmensziele bessere operative, taktische oder strategische Entscheidungen ermöglichen. 1 Die Analyse der Unternehmens-, Markt- und Wettbewerberdaten läuft entweder in einem hypothesengestützten oder weitgehend hypothesenfreien Entdeckungsprozess ab. Bei beiden Prozessen stehen unterschiedliche, meist EDVgestützte Systeme zur Verfügung. 2 Die folgende Seminararbeit beschäftigt sich mit dem Thema „Business Intelligence“, näher gefasst mit dem Teilthema „Hypothesengestützte Entdeckung“. Die Gliederung orientiert sich an der Abbildung „Business-Intelligence-Portfolio“ (Grothe 2000, S. 21), die unter [http://www.dke.univie.ac.at/extern/bi\\_ws20012002/1\\_BI-Allgemein.pdf](http://www.dke.univie.ac.at/extern/bi_ws20012002/1_BI-Allgemein.pdf) auf Seite 12 zu finden ist. Zunächst folgen eine Definition des Terminus „Business Intelligence“ und die Abgrenzung der hypothesengestützten zur hypothesenfreien Entdeckung. Des Weiteren werden die Phasen des Entdeckungsprozesses und die zur Verfügung stehenden Werkzeuge in den einzelnen Abschnitten herausgearbeitet. [...]

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