



## **BUSINESS INTELLIGENCE VS. BUSINESS ANALYTICS**

**What's the difference**

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# Business Intelligence Vs. Business Analytics

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## What's the Difference?

In recent years, organizations have started shifting towards the adoption of advanced technological solutions to manage workloads, maintain profitability, and enhance competitiveness. With the exponential increase in the volume of data produced and stored by companies, businesses

have started trying to figure out innovative ways to handle the data at their disposal. On the other hand, the tech-savvy customers are demanding modern analytical capabilities in their applications for everyday use. This is where business analytics and business intelligence come into the



*The number of google searches for business analytics have risen sharply in the past 10 years while business intelligence saw a mid-decline.*

picture as both these solutions provide methods and tools for handling high volumes of unstructured data.

## The Terminology

For any businesses to thrive, one should know what is working and what is not and the effective ways to improve their performance. Both **business analytics** and **business intelligence** are widely implemented data management solutions, but have started being used interchangeably.



## The Benefits of Business Analytics and Intelligence for an Organization

Although there are many views and opinions on how the lines are drawn between business intelligence and business analytics, **business analytics** involves the use of statistical analysis and predictive modeling to improve business planning. **Business intelligence**, on the contrary, is all about accessing and exploring the organization's data to understand how the business is functioning, and make better-informed business decisions.

Broadly speaking, business intelligence is needed to run the business while business analytics plays a pivotal role in changing the way the business operates. For example, in a marketing firm, business intelligence can help companies understand what products were the most successful in the past and the seasonal trends that have an influence on the product performance. In a nutshell, business intelligence solutions are more concerned about the **'three Ws'** what, when, and where; whereas, business analytics answers questions such as why customers buy the products.

### How to Differentiate

Looking at the difference between business intelligence and business analytics, the truth is they share the same goal. Both the solutions promise to increase the efficiency and viability of the business with the help of accurate data analysis. One way to differentiate BI and BA is the way the data is being used in the organization. Business intelligence uses historical data from the past, while analytics is likely to help predict what will happen in the future. Using BI, a company can examine why the marketing campaigns did not draw much attention, but analytics would leverage the use of these marketing data to predict how the consumers are likely to respond to future campaigns.

## LATEST INSIGHTS



### Market Intelligence Assists a Renowned Food Retail Client Diversify their Product Offerings

The market intelligence solution offered by Infiniti helped the client obtain real-time information relevant to the business' niche and make progressive business decisions based on relevant market opportunities.



### Top Seven Business Intelligence Tools to Improve Productivity and Decision-Making Ability

Success in business largely depends on the qualities and vision of leaders and managers. The importance of data had largely been repressed in the past in favor of gut feeling, intuition, and experience of business leaders.

One cannot debate on the strengths and weaknesses of business intelligence and analytics as both are complementary and provide different insights from a pool of resources.

Looking at them from a logical perspective, efficient use of BI allows companies to understand what works and what doesn't and determine if the company is succeeding in reaching out to their audience. Business analytics, on the other hand, can bring insights about the future based on accurate projections from existing data sets.



## About Infiniti Research

Infiniti Research is a leading provider of actionable market intelligence and advisory solutions that help global organizations in entering, competing, and capturing maximum market potential. Our experienced market researchers follow highly tailored and proven methodologies to support clients with succinct answers for business decisions in areas including Market Opportunity Assessment, Emerging Market Planning, Benchmarking, Value-Channel Analysis and Customer Segmentation.

With a team of over 500 researchers spread across four continents we are able to understand diversity in local behavior and business environment, overcome language complexities, proactively identify complex multi-level regulatory issues, and obtain high quality information on private companies. By using Infiniti as your research partner, you can supplement and augment your internal resources on a flexible basis, increase the productivity of your team, and simultaneously cut costs.

Our researchers have extensive experience in deep dive custom research and consulting assignments for over 100 Fortune 500 companies and numerous small and medium-sized companies across several industry verticals.



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