Abstract

The Information Technology (IT) organizations are generating huge amount of business data and the data volume is expected to be doubled by next decade. This data need to be processed and analyzed and to be made available to the management for efficient and quality decisions. With the help of business intelligence (BI) tool the organizations can quickly generate insights enabling them to take quality decision and enabling management to drive operational efficiencies, identify newer opportunities and differentiate them in the competitive market. The review of the literature reveals the existence of gap with respect to whether BI tool impact quality of decision-making and organizational growth.

The focus of the study was to determine the impact of business intelligence tool on quality of decision-making and organizational growth in IT organizations at Pune. The study also focuses on determining the impact of BI tool based quality decision-making on decision categories (operational, tactical and strategic) and development of leadership traits in managers. The study also focused on identifying the areas of usage of BI analytics and important BI analytics in IT organizations. The study also focused on identifying relationship between importance and usage of BI analytics.

The quantitative research methodology is followed and the questionnaire survey is designed to capture the impact on quality of decision-making and organizational growth for before and after BI tool implementation situation. The response to questionnaire survey is collected from employees (manager & above) using BI tool for decision-making in IT organizations at Pune.

The research finding depicted that business intelligence tool information has significant influence on quality of decision-making and quality of decision-making has significant influence on organizational growth. The research finding depicted that there is significant difference in the quality of decision-making after BI tool implementation. The research finding depicted that there is significant improvement in the organizational growth after BI tool implementation.

The research finding depicted that BI tool based quality decision-making enable development of dynamic, confident and motivated leadership traits in managers and BI tool based quality decision-making results in good quality tactical decisions and
good quality strategic decisions. The research finding depicted that sales analytics, utilization analytics and profitability analytics are important to the business for the purpose of quality decision-making and have high usage in the IT organizations.

The study provides details of best practices of BI tool implementation. The study also provides solution for the key implementation challenges. The study results will help BI tool based organization to further improve the usage of the tool for improving quality of decision-making and organizational growth. The study results will help non-BI tool based organization to build business case for BI tool implementation.

The study has proposed various recommendations to the IT organization and has also suggested newer areas for further research such as impact of new technologies (Big data, social, mobile and cloud analytics) on innovation and business performance.