00:00 (upbeat music)
00:03 - Business Intelligence.
00:05 So what is BI?
00:07 BI today is basically working with data
00:12 within the data services field.
00:14 Data service arena, we call it.
00:17 The ability to take data and deliver it to our end user.
00:21 It requires a lot of different types of skills.
00:26 The BI field is exploding.
00:30 I don't know if you will see in a lot of the
00:32 write-ups and a lot of the publicity
00:34 that we are listening to.
00:37 Problems from the media.
00:39 The BI world today is really about taking data
00:44 and making the company or the business much more successful
00:49 than they are.
00:50 I mean, companies are thriving
00:52 or they're not thriving.
00:54 They're challenged with the ability to generate more revenue
00:58 for, at the end of the day, reduce costs.
01:00 So what we want to do in the BI world
01:02 is be able to leverage the asset of the data that we have
01:06 and deliver it to the stakeholders.
01:09 Ultimately, the people that will make these decisions
01:14 to run the business a little bit better.
01:16 The other thing from a curriculum standpoint,
01:18 it is a part of the STEM program.
01:21 And those of you who know a little bit
01:23 about our STEM program, you know, the science
01:25 and the technology part, and the engineering and math
01:28 it is a very exciting field.
01:29 I mean, you will not get up a day
01:31 without being challenged in the field.
01:37 You're gonna be using a lot of the,
01:40 what we call, data visualization tools that's out there.
01:43 I'm going to name two of them.
01:45 Those are the cream of the crop right now.
01:47 The first one, they are king of the hill.
01:50 In other words, they're the best of their breed right now.
01:52 It's about Tableau.
01:53 If you go anywhere and talk to anybody
01:55 about Tableau right now
01:57 they are clearly ahead of everyone else.
02:00 Their product is crisp.
02:02 Their product is clear
02:03 and we will, at Suffolk University, deliver that to you.
02:08 We will teach you how to build dashboards
02:11 and visualization using Tableau.
02:14 The second product that is up and coming
02:17 that's trying to catch up to Tableau
02:18 is from a Microsoft product.
02:21 And that's what we call Power BI.
These visualization tools have been built using dashboards. Ability to tell stories, ability to create interactivity and allow the end user to select the path of data that they want to walk through. SQL is predominately needed. And those of you who don't know, SQL stands for structured query language. It is the predominate language to use to interact with data in the database. We will teach you how the data is structured and how the data is stored. We will also even take you a little further into how we move the data, how we use what we call ETL tools, extraction transformation and loading tools to move data from point A to point B to basically store them and safeguard them so that, you know, you can use them when you have want to call them. So with these skills, you can fit into a career of what we call BI data visualization. You can work with these visualization tools or with these skills you can even going into what we call data management, where you're going to be working with the IT department and working with the data. How to structure it, how to sort it. Can we keep the data on prem which means on premise, where the service are, you know, within your company or today, mostly everyone is going into the cloud. We can push the data into cloud computing. You know, the three, the three top honchos there, right? The number one, you know, it's AWS, they are king of the hill. With their 4.9 billion in revenue, they are leading the pack. However, GCP, which says with Google Cloud Platform is catching up. And Azure, Microsoft Azure is also a big player in the cloud computing. And I just heard recently Oracle is coming up. So you really have four Horseman's coming up and trying to dominate in this cloud computing space. And that's where the career path will point you to.