

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 publicities
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.

02:22 These visualization tools have been
02:24 built using dashboards.
02:26 Ability to tell stories, ability to create interactiveness
02:32 and allow the end user to
02:34 select the path of data that they want to walk through.
02:37 SQL is predominately needed.
02:39 And those of you who don't know, SQL stands for
02:41 S.Q.L.
02:42 It stands for structured query language.
02:44 It is the predominate language to use
02:47 to interact with data in the database.
02:48 We will teach you how the data is structured
02:51 how the data is stored.
02:53 We will also even take you a little further
02:55 into how we move the data,
02:57 how we use what we call ETL tools,
03:00 extraction transformation and loading tools
03:02 to move data from point A to point B
03:05 to basically store them and safeguard them so that,
03:08 you know, you can use them when you have want to call them.
03:12 So with these skills, you can fit into a career
03:15 of what we call BI data visualization.
03:18 You can work with these visualization tools
03:20 or with these skills you can even going into
03:22 what we call data management,
03:24 where you're going to be working with the IT department
03:27 and working with the data.
03:29 How to structure it, how to sort it.
03:31 Can we keep the data on prem
03:33 which means on premise, where the service are,
03:36 you know, within your company
03:38 or today, mostly everyone is going into the cloud.
03:41 We can push the data into cloud computing.
03:45 You know, the three, the three top honchos there, right?
03:48 The number one, you know, it's AWS,
03:50 they are king of the hill.
03:52 With their 4.9 billion in revenue,
03:54 they are leading the pack.
03:56 However, GCP, which says with Google Cloud Platform
04:00 is catching up.
04:01 And Azure, Microsoft Azure is also a big player
04:05 in the cloud computing.
04:07 And I just heard recently Oracle is coming up.
04:10 So you really have four Horseman's coming up
04:12 and trying to dominate in this cloud computing space.
04:15 And that's where the career path will point you to.