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How Do Kosovo Firms Utilize Business Intelligence? An Exploratory study

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Abstract. The purpose of this paper is to examine how Kosovo firms utilize business intelligence to analyze their data and better understand the past, present and the future of their firm. Business intelligence offers firms the ability to analyze large amount of data quicker and more effective. Decision making has become easier with the use of BI tools, but making the right decision at right time has become vital for the firms performance. This research will contribute on business industry by providing evidence how Kosovo firms utilize the BI system, what BI tools and what business values and processes BI offers to the firms.

Keywords: Business Intelligence, Data Analysis, BI Tools, Decision Making

1. Introduction

In today's global economy, the amount of data has increased immensely, however the problem for business analysts is not the amount of data, but selecting the appropriate data. Researches on the outcomes of BI are sparse and so far have addressed only costs and benefits associated with BI and the effects of BI on the performance competitive advantage [1]. Despite the implementation growth of BI globally, new trends of BI are emerging and new opportunities and benefits are created. Unfortunately in the area of utilization of BI systems, there is very little research to consider the factors affecting the utilization of BI in Kosovo firms. The researches have generally argued that BI Investments induce better business performance [2]. To obtain maximum benefit from BI, systems need to be used effectively [3]. Even though many firms have an interest in implementing BI solutions, a lack of researches has limited the understanding of the importance of using or implementing BI solutions. According to Forbes executive management, operations and sales the main drivers for BI adoption, while dashboards, reporting, end-user self service, advanced visualization, and data warehouse are the top five BI processes for 2018 [4]. This study will show how Kosovo firms utilize BI comparing to rest of the world.

2. Methodology

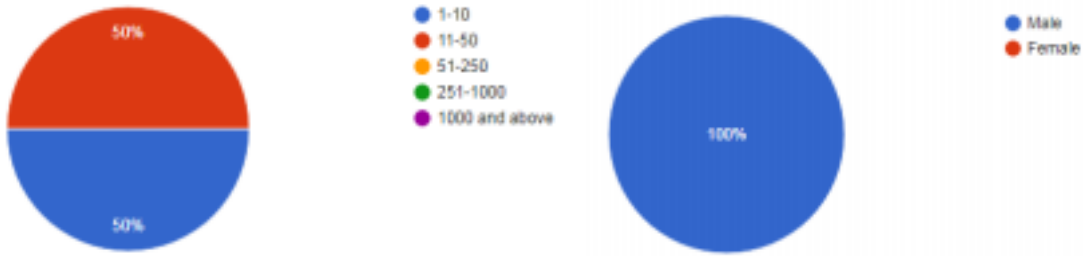
This paper is a qualitative research study; an exploratory study with unstructured questions. Questions prepared for this exploratory study will give an answer on the utilization of BI within Kosovo firms. This study prepared will help to understand how Kosovo firms utilize BI and create business value. And finally, to learn about the future plan on investments on BI system, and in what trends or challenges will firms be mainly focused on.

2.1 Data Gathering

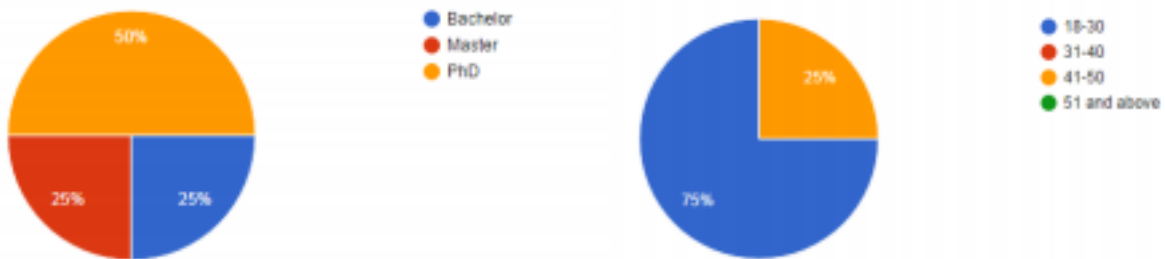
Data analysts from four different firms were interviewed in depth, firms participating in this exploratory study were from different industries. After the interviews were taken, interviews were transcript for further analysis. Overall there were four data analysts participating on the research. The number of the respondents for qualitative study is enough to give valuable insight on the utilization of BI within Kosovo firms and their plans for the future investments on BI system.

3. Results

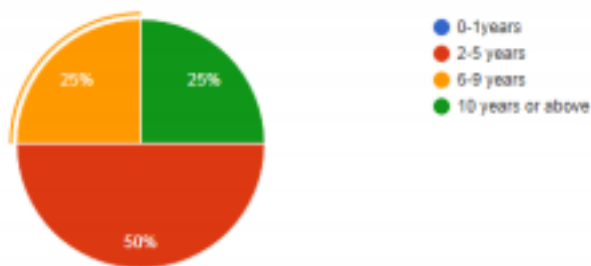
In this qualitative research, a very small number of respondents participated the research, which is actually the limitation to this study, the number of participants was six which is not sufficient enough for a quantitative research study. But the results gathered are promising and valuable enough to get a short insight of the use of SS BI within Kosovo businesses.



As shown on the Figure 1, the firms that participated in the study are with small and medium size comprising of 1- 10 employees and 10-50 employees, and the participant were all of male sex as shown in Figure 2.



In Figure 3, is shown the education level of the participants, two of the respondents were PhD and two others with master and bachelor background, and the age of the three participants was between 18-30 and only one of them was beyond 40s, this gives a clear indication that younger generations are much more used and adopted with new BI trends and technologies.



In Figure 5, is shown the participants experience with data analysis and BI solutions, what plays crucial impact on the quality of this study.

Chief Financial Officer

Banker

Accountant

CEO

Fig 6. Users

Four respondents job position Chief Financial Officer, Banker, Accountant and CEO as shown on Figure 6, all working in different business sectors.

Telecommunication
Banking
Finance
Media/News

Fig 7. Industry

Respondents in this participating in this study were from Telecommunication, Banking, Media/News and Finance industry as shown on Figure 7.

STATA
MATLAB
Python
R
DTM

Fig 8. BI tools used by firms

PowerBI
Web Analytics Publisher

As shown on the figure 8, the most used tool for data analysis remains Excel and proceeded by other tools which are used in different industries for different purposes.

Data Analysis
usage
Better Decision Making
Faster Decision Making
Effective Decision Making
Comparing data sheet Data
Report
Advanced Visualisation

Fig 9. Main purpose of BI

As shown on the fig 9, results show that main purpose of BI is Data Analysis, and followed better decision making, faster decision making, effective decision making, comparing data sheet, reporting and advanced visualization. Based on

the answers from the participants these are main processes used by Kosovo firms, but in order to get in depth insight there is needed a larger number of respondents from different industry sector.

Conclusions

This paper provides Kosovo firms with valuable information about utilization of BI, and the results from this research have shown that Kosovo firms are well aware of the benefits from BI. This paper has important contribution on empowering the decision making departments, with information about BI, The decision makers can use these results provided by the paper, for their future business intelligence investment plan. As a conclusion, the use of BI will ensure firms better data analysis, decision making and as well competitive advantage.

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