Dr. SNS RAJALAKSHMI COLLEGE OF ARTS & SCIENCE
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Coimbatore -641049

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(Recognized by UGC, Approved by AICTE, New Delhi and
Affiliated to Bharathiar University, Coimbatore)

DEPARTMENT OF COMMERCE (IT)

COURSE NAME : 21UCI508 - Business Intelligence

III YEAR / V SEMESTER

Unit III

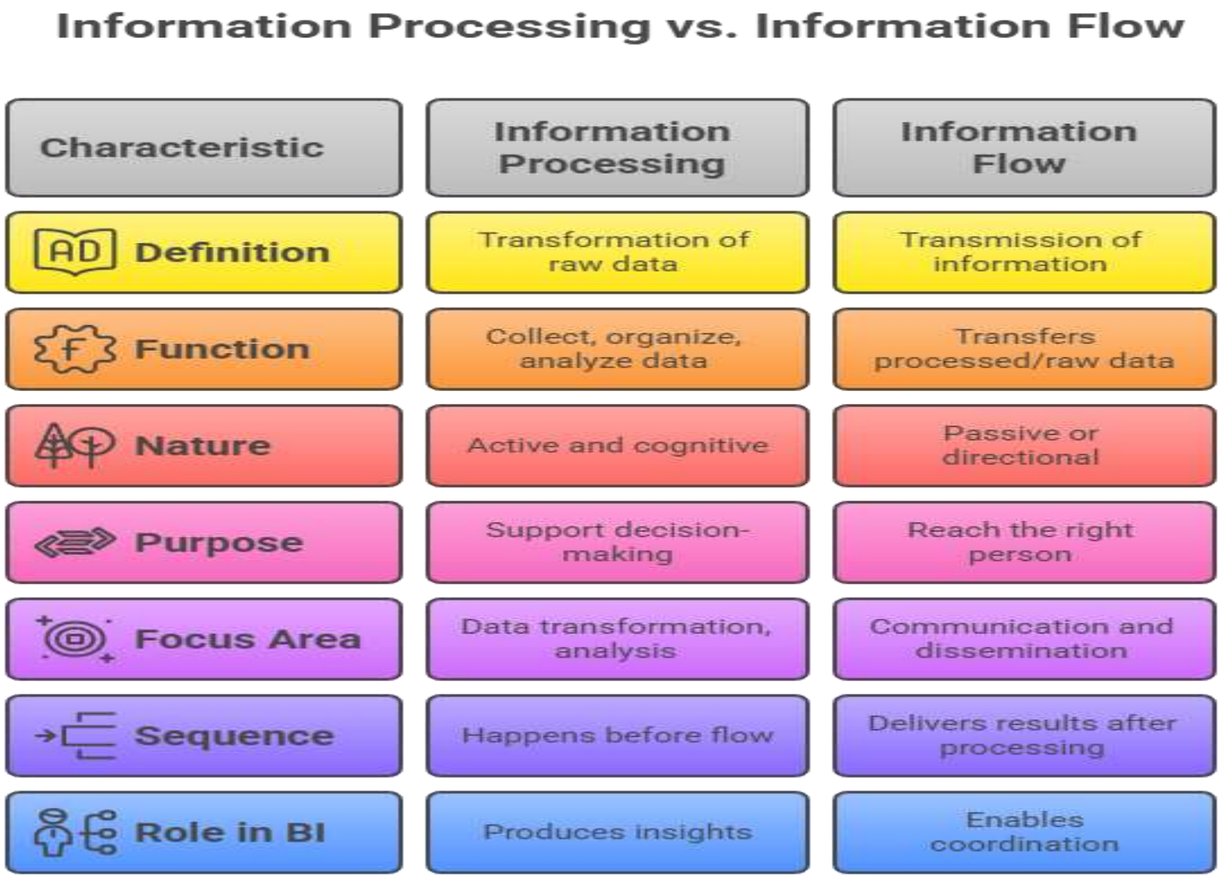
Business Models and Information Flow

Difference between information processing and information flow

Unit 3

Difference between information processing and information flow

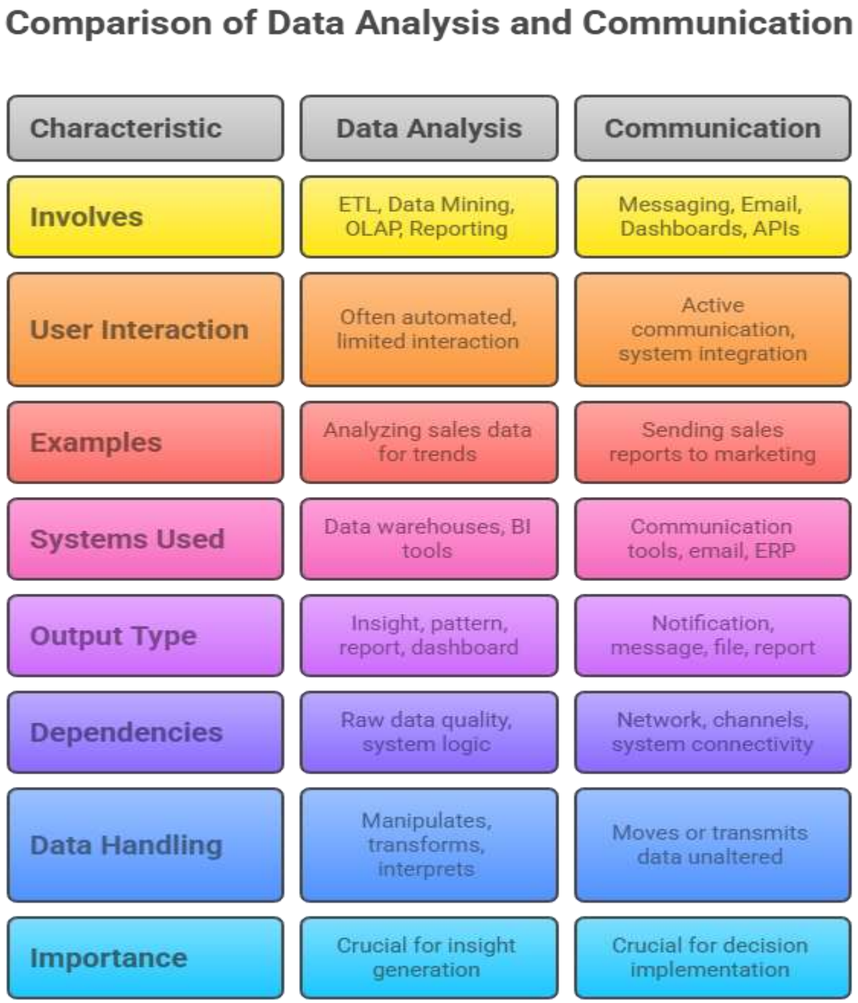
S.No	Basis	Information Processing	Information Flow
1.	Definition	It is the transformation of raw data into meaningful information.	It is the transmission or movement of information within or between systems or people.
2.	Function	Performs operations like collecting, organizing, analyzing, and interpreting data.	Transfers processed or unprocessed data from one point to another.
3.	Nature	Active and cognitive process.	Passive or directional process.
4.	Purpose	To support decision-making by deriving insights from data.	To ensure the right information reaches the right place or person.
5.	Focus Area	Data transformation, enrichment, and analysis.	Communication and dissemination of information.
6.	Sequence	Happens before the information flow.	Happens after processing to deliver results.
7.	Role in BI	Enables decision-making by producing insights.	Enables coordination and collaboration using insights.



Unit 3

Difference between information processing and information flow

8.	Involves	ETL (Extract, Transform, Load), Data Mining, OLAP, and Reporting.	Messaging systems, Email, Dashboards, APIs, and Reports distribution.
9.	User Interaction	Often automated with limited user interaction.	Involves active user communication and system integration.
10.	Examples	Analyzing customer sales data to identify trends.	Sending sales reports to the marketing department.
11.	Systems Used	Data warehouses, BI tools (e.g., Power BI, Tableau).	Communication tools, email, dashboards, or ERP systems.
12.	Output Type	Insight, pattern, report, or dashboard.	Notification, message, file, or report sharing.
13.	Dependencies	Depends on raw data quality and system logic.	Depends on network, communication channels, or system connectivity.
14.	Data Handling	Manipulates, transforms, and interprets data.	Moves or transmits data without altering its content.
15.	Importance in BI Life Cycle	Crucial for insight generation.	Crucial for decision implementation and coordination.




Thank
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