

The Business Intelligence market in India is witnessing robust growth across industry verticals. It, however, needs more number of trained personnel

Filling the Gap

The career prospects in Business Intelligence (BI) grow above average in relation to other management areas and this favours the increase in demand for professionals with specific training of BI tools. This programme, along with a discipline, allows effective integration of business strategy, technology and processes to transform scattered data into knowledge and productive methods.

Even during times of hardship, like a recession, all the big companies and corporations turn to BI to aid their survival. There are several verticals such as banking and financial services, insurance, telecom, retail, healthcare, clinical research and utility services that have been benefiting through BI. Other verticals, such as manufacturing, are now realising the power of BI. Hence, BI as a career option has a bright future.

Business Intelligence market in India is demonstrating robust growth across industries. It uses knowledge management, data warehousing, data mining and business analysis to identify, track and improve key processes and data, as well as identifies and monitors trends in corporate, competitor and market performance. You can solve any business problem with that data. Once you learn BI tool like SAS to solve your most critical problems, you can build on that success.

BI needs less experience. A minimum of knowledge goes a long way. Whether companies are trying to expand or just survive, Business Intelligence experts are needed. Enough expertise is not available. This shortage is ideal for anyone

wanting to get into the industry.

Potential employers do not have the choice to hire someone with experience because of lack of trained manpower.

Working professionals with a minimum of two years of experience, from various industries, who wish to advance their knowledge and management skills to successfully address the challenges present within the professional environment, are welcome. The next stage in one's BI career

(c) Basic programming skills (d) MACRO (e) Analysis skills.

To sum it up, the experience obtained from designing, developing and deploying BI initiatives provides first-hand knowledge. This knowledge, along with continuous learning, can build sufficient expertise resulting in a successful and rewarding career in BI. This expertise can be even useful in offering consultancy to various organisations across industry verticals. BI experts can also take a shot at becoming CTOs



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may involve becoming an enterprise architect and working in design.

Let us now take a look at the training aspect. Most BI vendors provide specialised training in their technology. Some like NIVT® conducts different courses on BI tool, Base SAS and Advance SAS. It prepares trainees for global certification. Here are the five main areas a BI specialist needs to be proficient in: (a) Business Intelligence tool (e.g. SAS), (b) Concept of databases & Proc SQL

and CIOs of the future.

What more can one ask for, from a career in BI? It has to be noted that information management has been realised as a power tool to gain competitive edge. In this context, BI career options should be considered seriously as there is an acute shortage of personnel in this field.

— Kabindra Kundu
CEO, Novel R&D
India (P) Ltd