Effects of Business Intelligence Tools on financial Performance of It Industry

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Abstract. The goal of Business Intelligence is to look into, combine, and logically collect and analyse data from different customer information sources, the environment, competitors, and markets, etc., in order to judge how well businesses in the IT industry are doing. The goal of this study is to find out how Business Intelligence tools affect how well IT companies do financially. The method is a descriptive survey that can't be used in real life. As part of the study, 420 IT experts from IT companies in Hyderabad were looked into as part of the statistical population. Also, confirmatory factor analysis was used to check the validity of the 25-item questionnaire, and validity analysis was used to gather data. The results showed that Business Intelligence had a big effect on the financial performance system of the organisation. Still, Business Intelligence made IT companies more innovative. Financial Forecasting and Financial Control System affect the financial performance system by 0.11 and 0.05 points, respectively. The Fund Management System affects the financial performance system by -0.07 points. The Financial Performance System is affected by the Internal Audit System by 0.05. The effects of Financial Forecasting, Financial Control System, and Internal Audit System on the organization's financial performance system. Thus, it can be concluded that Structured Equation Modelling in IBM SPSS AMOS has been used to indirectly examine the impact of Business Intelligence tools on financial performance. Surprisingly, these three elements are required to improve financial performance.

Keywords: Business Intelligence, Financial Forecasting, Financial Control System, and Internal Audit System

INTRODUCTION

Financial Fore-Casting

Financial forecasting predicts a company's financial future by analysing revenue, cash flow, expenses, and sales. Unforeseeable factors affect business performance, requiring speculation and assumptions. Financial forecasting informs hiring, budgeting, revenue forecasting, and strategic planning decisions. It helps you stay optimistic. Financial forecasting estimates future business performance over a specified period. It helps business leaders plan budgets, resources, risks, profits, and growth. It's impossible to make an accurate financial forecast, but there are ways to make one. Forecasting shouldn't be done alone. As conditions and trends change, update the forecast. Each accounting period, compare actual financials to the forecast and adjust it. This ensures that your