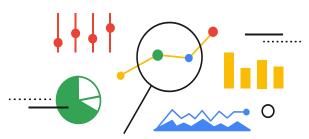# Grow with Google

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What is business intelligence?

Business intelligence (BI) refers to the various processes and tools used to turn raw data into easy-to-understand and actionable information. Organizations rely on that information to make better strategic and operational business decisions.

Business intelligence professionals collect, organize, interpret, and report on data to help organizations make informed decisions. For example, BI professionals measure performance, track revenue or spending, and monitor progress, then share the information in ways that help stakeholders understand and use it effectively.

$96,000+
median salary for jobs in business intelligence (0-5 years of experience) [1]

166,000+
open jobs in business intelligence [1]

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