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OPPORTUNITIES AND RISKS OF IMPLEMENTING BUSINESS INTELLIGENCE SYSTEMS IN SMALL BUSINESS ACTIVITIES

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ABSTRACT

The article analyzed the opportunities of Business Intelligence (BI) systems as an effective solution in eliminating existing problems in small business activities and determining prospects. As a result of the analysis, the advantages and disadvantages of BI systems in determining the prospects of small business activities were discussed. Further stages of the study were identified as a result of the analysis. As "data", it is possible to understand the daily incoming voluntary view data collected in the process of business activities can be collected by software-hardware systems, that is, "raw irregular data".

KEYWORDS: *Business Intelligence, Benefits, Risks, Information Systems, Small Business*

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