

Cand. merc. program Business Intelligence

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Enrollment

BI

	2010	2011	2012	2013	2014	2015	2016
Student enrollment	18	15	14	18	30	30	34

- Researchers in BI
 - 2 professors
 - 1 associate professor
 - 2 assistant professors
 - and hopefully 1 new ph.d. student



Ana Alina Tudoran
Associate Professor



Joachim Scholderer
Professor



Hans Jørn Juhl
Professor



Martin Bagger
Assistant Professor



Morten Fenger
Assistant Professor



Bjarne Sørensen
External lecturer



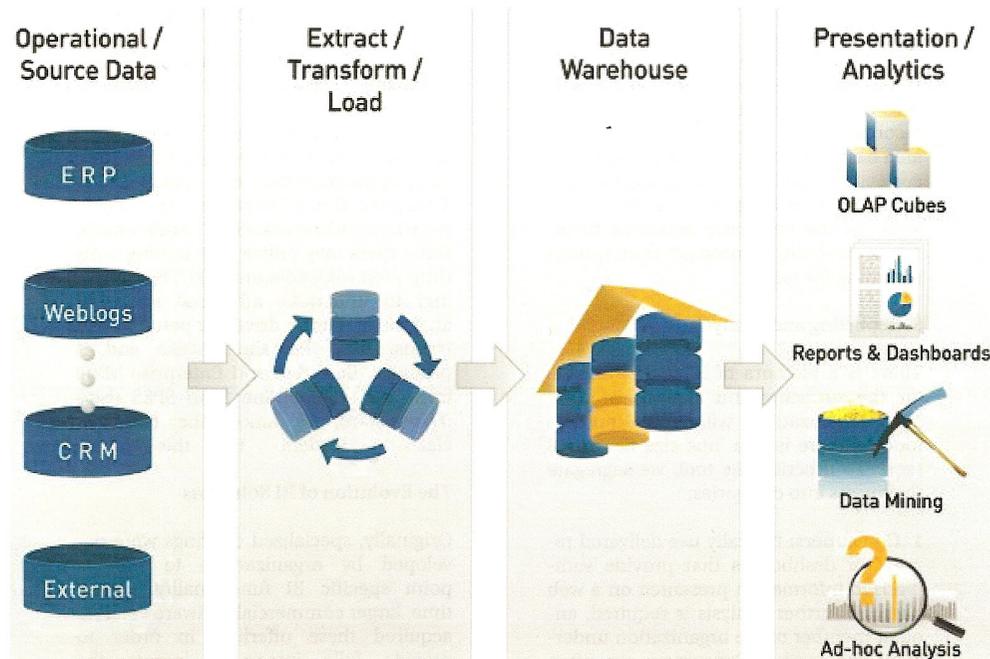
Mads Carsten Brink Hansen
External lecturer and
BI Architect at Cetrea A/S

Definition

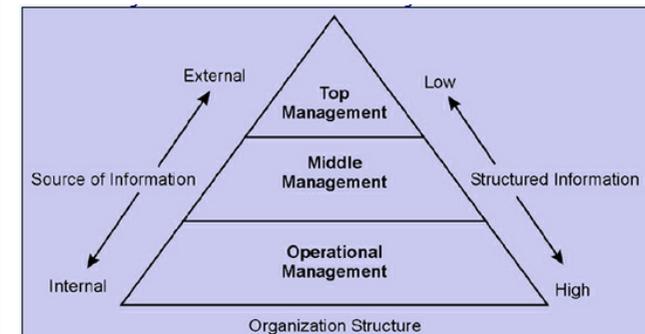
- ***Business Intelligence*** is a set of methodologies, processes, architectures, and technologies that *transform raw data into meaningful and useful information* used to enable more effective *strategic, tactical, and operational* insights and decision-making

BI solution

Figure 1: Components of a Business Intelligence Solution

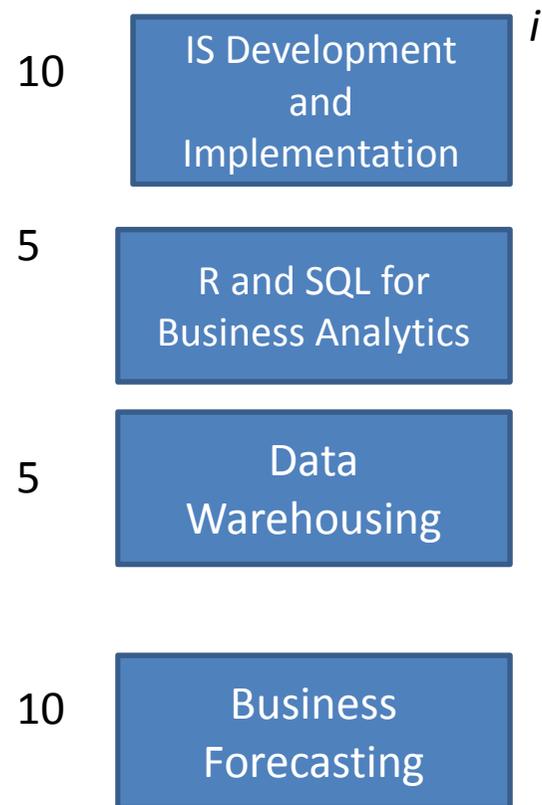


Use of information

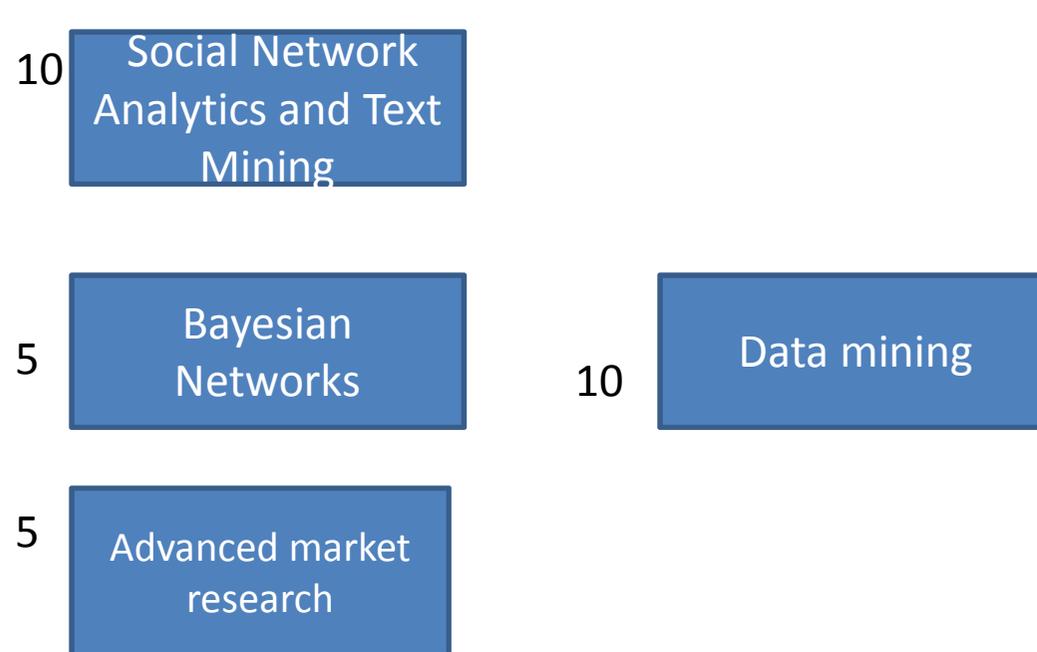


Structure

1. semester



2. semester



Some former students

- Topic

- Credit scoring : A Bayesian approach
- Market basket analysis for BILKA with specific focus on increasing basket size by changing store layout
- Corporate Tax Fraud Detection using social network analysis
- The influence of web design on webshop performance
- A Data Mining Approach : The impact of predictive modelling for email targeting

- Job

- Analytical Consultant in SAS
- Consultant Ennova
- Analyst Arla Foods
- Analyst, Accenture
- Online marketing consultant at webdanmark.com
- Consultant DeLoitte
- Phd student (4+4)

Where did they go?

- SAS Institute (Daniel)
- Homburg & Partner (Susanne)
- Siemens (Maria)
- Accenture (Jakob)
- Dansk Supermarked (Janne)
- DeLoitte (Christina, Maja)
- APM Terminals (Kirstine)
- Epinion (David)
- SE Energi (Anne)
- PA Consulting (Hannah)
- Rehfeld Partners (Anita)
- VIA University College (Mette)
- Arla (Camilla)
- Hildebrandt & Brandi (Sofie)
- Ennova (Nis, Henrik, Morten, Michael)
- PhD, Aarhus University (Martin)
- Business Impact Inc. (Jakob)
- Vejen Kommune (Uffe)
- Inspari (Mathias)

DJØF to data heroes

06/01/2017 By: Eva Bøgelund

Companies hoard data heroes for data-driven decisions. You do not need to be an algorithm-geek, but check whether your data DNA is strong enough.

Do you have data capabilities - can you find and communicate data and get the facts on the table for those who make the decisions in your company or institution? If so, you are much in demand in the job market.

But what does it take to be a data hero?

"The data hero is able to test the claims and the 'usual' conduct around the Executive table. He or she can carry out both the data-driven analysis and communicate the data to others" explains Jens-Jacob Thuun Aarup.

He is CEO of the fast growing Danish consultancy Inspari, which now for the third year in a row has examined the data-driven level of Danish and this time also Nordic companies.

Data heroes must have data understanding as well as statistical and analytical skills, but not only that though, the analysis shows. It is also important to be able to put digitization and data on the agenda of the company. So do not be discouraged just because you are not an algorithm-geek from DTU.

"No, no, not at all," says Jens-Jacob Thuun Aarup.

He points out that the most sought-after competence is the ability to understand both data, analysis, and business.