

WOT Portals and Business Intelligence

- Web portal - website that functions as a point of access to information in the World Wide Web
- Portal presents information from diverse sources in a unified way
- Examples of public web portals include Yahoo, AOL, Excite, MSN
- Apart from standard search engine feature, web portals offer other services such as e- mail, news, stock prices, information, databases and entertainment

WOT Portals and Business Intelligence

- Categorizations of portals:
 - Horizontal Portals - cover many areas
 - Vertical Portals - focused on one functional area
- WOT portals are vertical portals
- When huge amount of data are collected in a IOT system, data mining can be conducted to acquire business intelligence (BI)
- Data mining deals with finding patterns in data that are by user definition, interesting and valid
- Interdisciplinary area -databases, machine learning, pattern recognition, statistics, visualization, etc.

WOT Portals and Business Intelligence

- BI technologies provide historical, current, and predictive views of business operations
- Common functions of BI technologies are
 - extract, transform, and load
 - reporting, online analytical processing, analytics
 - data mining, process mining, complex event processing
 - business performance management, benchmarking, text mining, predictive analytics, and so on