Difference between
Business Intelligence and Data Science

Business Intelligence

What happened?

Descriptive Analysis
Standard Reporting

Data Science

Why? What will happen?
What should I do?

Predictive Analysis
Prescriptive Analysis

CHARACTERISTICS		
Focus	Reports, KPIs, trends	Patterns, correlations, models
Process	Static, comparative	Exploratory, experimentation, visual
Data Sources	Pre-planned, added slowly	On the fly, as-needed
Transform	Up front, carefully planned	In-database, on-demand, enrichment
Data quality	Single version of truth	"Good enough"
Analytics	Retrospective, Descriptive	Predictive, Prescriptive, Preventative

Source: Data Science Central (TechTarget).