

# Business Intelligence as the Support of Decision-Making Processes in E-Commerce Systems Environment

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**Abstract:** *Managers must find new approaches to boost economic growth given the global economy. Managers use traditional and new methods to achieve this. Effective decision-making requires accurate and updated information. Managers must find trends in old and new data to grow the organization. Managers should often express their needs, distribution channels, and reasons for requesting information. They can make informed decisions since they have exclusive access to all pertinent facts. Management should assist customers in making educated choices. Many organizations are using e-commerce platforms to streamline operations. The current condition and future improvements suggest international e-commerce growth. Firms need better tools to expedite this process and give management enough relevant data. Business intelligence platforms deliver multifaceted data. ERP systems often include Business Intelligence (BI) elements in addition to specialized solutions. Companies must weigh the pros and cons of BI software development vs purchase. Consider whether some ERP systems offer business intelligence elements that firms can leverage. Modern ERP systems may lack OLAP, ad hoc reporting, and managers' access to static and dynamic reports. In this post, we'll examine how Microsoft Dynamics NAV's comprehensive business intelligence features may aid international online shopping selections. This article leverages Microsoft Dynamics NAV's business intelligence (BI) technologies to help managers, clients, and authors make choices. This essay focuses on how e-commerce systems can store raw data in multidimensional data spaces.*

**Keywords:** Business Intelligence, decision-making, e-commerce system, cross-border online purchasing, multi-dimensional data, reporting, data visualization