# USING BUSINESS INTELLIGENCE TECHNIQUES FOR DATA PROCESSING AND VISUALIZATION IN MOBILE GAMING INDUSTRY

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Business intelligence (BI) systems are analytics systems that combine data from various information sources, transform it, and present it in a visual form that is easy to analyze. BI techniques and tools allow processing large unstructured volumes of data for business decision-making by company management [1]. Power BI system, created by Microsoft, is a powerful tool for analyzing and visualizing business data. It allows users collecting, analyzing, and displaying data from various sources in the form of interactive reports and dashboards. Due to its extensive functionality for data analysis and monitoring, Power BI is a popular tool in the field of business intelligence [2].
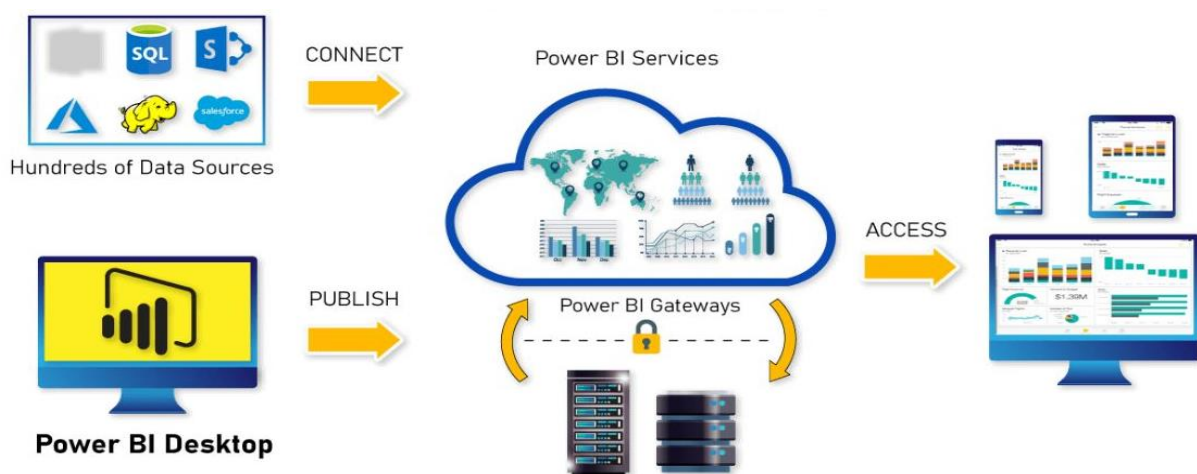
Picture 1 – The Power BI architecture [2]

To get the data in CSV (Comma-Separated Values) format for further import into the BI system, it is required to go to the sources of this data, namely: the Play Console developer account, the Google Ads advertising account, and the Unity dashboard. Next, it is required to select a specific parameter that we are interested in, for example, the effectiveness of the application page from the Play Console source, customize the report, for example, view by country, set the date range, we are interested in the period of the active advertising campaign, and then export the report in CSV format.

To import a downloaded report into the Microsoft Power BI system, it is required to download Power BI Desktop to the workstation, open it, click Get Data, select File, and then select Text/CSV. In the Explorer that opens, we had to choose the previously downloaded report, and the selected CSV file will be imported into the system.

References:
1. Іванова Н. С., Попова Ю. С. Power BI як інструмент автоматизації бізнес-аналітики. *ФЕБОА 2022*, 2022. С. 68-70.
2. Білоусько Т. М. Інформаційні технології в маркетинговій діяльності. *Економіка та суспільство*, 2023. № 53. DOI: 10.32782/2524-0072/2023-53-41.