



Reading: Collaboration with business intelligence partners

Previously, you learned about the many different partners a business intelligence professional might team up with to create systems and tools for an organization to improve processes and provide stakeholders with ongoing insights. These partners could include:

- API professionals
- Data warehousing specialists
- Data governance professionals
- Data analysts
- IT professionals
- Project managers
- And many more!

Complex business problems require collaboration and cross-team cooperation. These partners have unique knowledge, experience, skills, and perspectives to bring to the table. Brainstorming and building together, pooling knowledge, and fleshing out issues is essential to the BI process.

Tackling complex problems is related to a concept you might already be familiar with if you completed the Google Data Analytics Certificate: structured thinking. Structured thinking is the process of recognizing the current problem or situation, organizing available information, revealing gaps and opportunities, and identifying the options. Basically, structured thinking allows you to break a problem down into manageable pieces.

The same is true for BI. Often, you have a complex problem with a lot of pieces to consider; by using a structured approach and breaking down the problem to manageable pieces, the process to solve the issue and get results is much easier. And your partners in the organization are a great resource along the way.

Now, let's explore some examples of BI professionals collaborating with their partners to solve problems and provide insights to stakeholders that empower decision-making.

Managing membership data

The marketing team for a retail store was looking for ways to increase memberships for its loyalty program. Leaders wanted to encourage repeat customers to enroll. However, they didn't have a system in place that allows analysts to explore both member and nonmember sales data. This requires ingesting data from a variety of systems, including the store's online membership form and sales data.

So, in addition to building a tool that moves and transforms key data, the BI team also needed to make the data from different systems align with the destination system.

In this case, they collaborated with several teams:

- **The marketing team:** The marketing team was the primary stakeholder for this initiative. They worked with the BI team to determine project requirements, timelines, and deliverables.
- **The API team:** Next, the BI team collaborated with the API professionals in order to integrate the data into the internal company database. The API team also helped build the reporting tools and dashboards.
- **Data warehousing specialists:** Then they teamed up with data warehousing specialists to create a storage and organization system for the newly acquired data.

In the end, the marketing team was empowered with a system that allowed them to access the data they needed to explore customer trends and strategize ways to increase membership for their loyalty program.

Securing sensitive data

Another BI professional was working at a tech company that creates health-monitoring tools such as smart watches. The data analysts on their team were interested in exploring user data to find out how customers are using their products. Because some personally identifiable information was included, it was critical that all data be anonymized and secured.

The BI team partnered with the data warehousing specialists and data governance team in order to make sure that the storage systems protected the users while allowing data analysts to draw insights. In the end, the data analysts were able to use the smart watch data to explore trends and provide insights while still maintaining the privacy of users.

Key takeaways

Collaborating with the people on your team who have different skills and perspectives is an important part of a structured approach to BI. As a BI professional, you will collaborate with a variety of partners to create systems that empower stakeholders with data to advance and succeed.
