



# Reading: Glossary terms from course 1, module 1

---

**Application programming interface (API):** A set of functions and procedures that integrate computer programs, forming a connection that enables them to communicate

**Business intelligence (BI):** Automating processes and information channels in order to transform relevant data into actionable insights that are easily available to decision-makers

**Business intelligence governance:** A process for defining and implementing business intelligence systems and frameworks within an organization

**Business intelligence stages:** The sequence of stages that determine both BI business value and organizational data maturity, which are capture, analyze, and monitor

**Business intelligence strategy:** The management of the people, processes, and tools used in the business intelligence process

**Data analysts:** People who collect, transform, and organize data

**Data governance professionals:** People who are responsible for the formal management of an organization's data assets

**Data maturity:** The extent to which an organization is able to effectively use its data in order to extract actionable insights

**Data model:** A tool for organizing data elements and how they relate to one another

**Data pipeline:** A series of processes that transports data from different sources to their final destination for storage and analysis

**Data warehousing specialists:** People who develop processes and procedures to effectively store and organize data

**ETL (extract, transform, and load):** A type of data pipeline that enables data to be gathered from source systems, converted into a useful format, and brought into a data warehouse or other unified destination system

**Information technology professionals:** People who test, install, repair, upgrade, and maintain hardware and software solutions

**Iteration:** Repeating a procedure over and over again in order to keep getting closer to the desired result

**Key performance indicator (KPI):** A quantifiable value, closely linked to business strategy, which is used to track progress toward a goal

**Portfolio:** A collection of materials that can be shared with potential employers

**Project manager:** A person who handles a project's day-to-day steps, scope, schedule, budget, and resources

---