

TEMPLATE

Business Intelligence Analysis

| PURPOSE/MODEL | |
|----------------------|---------------|
| UNIT | PEOPLE |
| DATA | |
| ANALYTICS | |
| | OUTPUT |
| APPLICATION | |

Template instructions

This text is to guide you in using the template. For each lecture you can use the template to build your own skills in applying the theoretical models in real life.

Purpose/model: what is the purpose of the analysis? which theoretical model or framework are you using for the investigation?

Unit: what is being analyzed? Is the investigation an analysis of the Organization? Section? Employees? Managers? System? Process? Customers? Suppliers? Or ?

People: Who are you going to talk to? How are you ensuring representativeness of the unit of analysis?

Data: How are you collecting data – interviews, survey, or observations? What are we collecting?

Analytics: Which methods is to be applied? Qualitative evaluations (traffic light; positive/negative; L/M/H), quantification of qualitative data (scaling from text; word count; wordcloud), descriptive statistics, benchmarking, fsQCA?

Output: What are the results of your analysis? What is the aim of the model you are using?

Application: What have you learned from the investigation? Are there implications? Opportunities? Challenges? How can the results be interpreted? All in the perspective of implementing BI or evolving the use of BI in companies.