

Business Intelligence and Decision-Support Systems

BIT 30303– Section 3

Semester 2- 2021/2022

Lab-3:

Name:

Matric Number:

Business Intelligence Analyst Interview Questions and Answers

1. Job Demands for BI specialists:

The term [business intelligence](#) isn't new; yet BI has become more crucial (as well as complex), as artificial intelligence ([AI](#)), [predictive analytics](#) and customer personalization are incorporated into the ever-changing digital transformation landscape.

Companies of all sizes face [challenges with some aspect of data](#), according to a February 2020 report from CompTIA. "The classic 3 Vs of big data -- volume, variety and velocity -- require companies to think holistically about their data structure, data siloes and data management on the back end. Optimizing these elements is the conduit to more insightful, actionable and real-time analysis and reporting on the back end.

While [no one individual will] typically be responsible for all these elements, a BI professional is an integral piece of the puzzle in bringing value to the organization."

CompTIA analysis of job posting data from Burning Glass Technologies Labor Insights reveals nearly 21,000 job postings among U.S. employers for BI analysts during Q1 2020, an increase of 20% from Q1 2019. Listings for business intelligence architect/developer rose 50% to more than 21,000 and postings for data/data mining analyst increased 19% to more than 25,000.

Other job titles in this field include BI engineers, BI project managers, BI directors and BI consultants. This list is far from exhaustive, however.

2- The Skills You Need for a Business Intelligence Job

"Business intelligence" is so broad that it touches on just about every company, many departments within those companies, and employees with different job titles and a vast assortment of skills. BI refers to the processes, architectures and technologies that enable raw data to be transformed into actionable insights so that business leaders can make informed decisions. However, the processes and technologies organizations employ vary from firm to firm.

Tim Herbert, executive vice president for research and market intelligence at CompTIA, points to three components to [BI job duties](#): data, [analytics](#) and reporting. "The data component typically requires a BI professional to understand, manage and sometimes create the processes for collecting, storing, structuring, cleaning and anything else to [make data usable for analytics](#)," Herbert explains. "The analytics component may entail trending analysis of data over time, developing summary metrics, applying descriptive statistics and related [steps].

"Lastly, the reporting function entails equipping company executives and business unit staff with actionable data to make smart business decisions. Over the years, this has meant moving away from long, static reports to shorter data visualizations, online dashboards or other real-time data reporting applications."

Success in business intelligence and related fields requires myriad technology skills, such as computer programming and [database](#) familiarity, as well [as soft skills](#), such as interpersonal skills. The software, hardware and services needed for BI success change over time. So, professionals seeking positions related to BI should be versed in state-of-the-art as well as emerging BI technologies, tools and practices.

Good analytical skills are necessary for deciphering large amounts of data and transforming it into actionable information to make the right decisions to boost company profits. Gathering data and mastering statistical and analytical tools for data extraction and interpretation are also essential and require professionals knowledgeable in [database management](#), data [queries](#), coding data, drawing inferences, applying scientific methods to gathering data, quantitative analysis, [SQL](#) programming, establishing benchmarks, identifying and measuring correlations, classifying data and strategic planning.

BI professionals must also be adept at describing the data, explaining their analysis and offering potential solutions. Communicating clearly and effectively is important because they need to be able to explain complex technical information to non-BI professionals. BI professionals may also have to persuade others to adopt ideas, manage projects or spearhead brainstorming sessions. Their skill list might include technical writing, pitching proposals, making presentations, facilitating group discussions and teamwork, and conveying complex information in clear terms.

3- Tips to Prepare for the Interview Process

When you're invited to interview for a BI job, what's the best way to get ready? Do some research and strategizing ahead of time so that you can comfortably answer general questions about the BI field and your background. Research the company online and request a description of the potential job, the organization or client for which you'll be working. Review key BI skills that the company might require and spend some time thinking about how yours match up. Look for clues about the company's BI strategy.

You'll undoubtedly learn more about the organization and its needs as you interview with different people at the company, but here are key questions to think about before your interviews.

5- Interview Advice and Questions by Position

Not all jobs pertaining to BI are alike. Each job opportunity and interview are different, particularly in this broad field. The requirements will be different, depending on the job title, company size and culture, industry sector and the candidate's experience. While some jobs may only incorporate a few elements of BI, others may be fully immersed in it.

Although some interview questions may be tailored for specific positions, keep in mind that a job title is often in the eye of the beholder. The interpretation of job duties for different titles varies and job categories may overlap. So, it is worth looking at advice for related BI jobs.

Glassdoor offers guidance to those seeking BI analyst positions, but the following suggestion might benefit those applying for related BI positions: brush up on financial math and SQL skills and learn about the company's competitive space. Glassdoor also notes that "a few years of experience and a degree in business, finance or computer science is required."

The same might apply to questions regarding tools. Power BI is a popular tool not just for BI analysts, but also others focused on data modeling. According to Edureka, users of Microsoft Power BI might be asked about Data Transformation Services (DTS) and SQL Server Integration Services ([SSIS](#)), SQL Server Analysis Services (SSAS) components and architecture, and control flow and data flow.

Other questions for BI analyst positions require knowledge and skills in a scripting language such as Python or a programming language like [R](#), advanced Tableau desktop and server abilities, and advanced [Excel](#) skills, according to 365 Data

Science. 10. What is your experience in systems development life cycle ([SDLC](#)) and user acceptance testing ([UAT](#))?

The introduction of new software to a business needs to be well thought out, tested and deployed effectively. BI analysts should be able to facilitate this process efficiently.

6- Most Possible questions related to BI position that are expected to be asked during the interview

Answer the Following questions to complete your lab report

- What is your definition of "business intelligence?"
- Why is business intelligence important?
- What interests you most about the BI field?
- What can you tell me about yourself and the BI projects you have worked on?
- Which BI tools do you have experience using? Which ones are you interested in learning more about?
- Which tools and skills are you interested in learning through this position?
- What is included on a business intelligence dashboard display?
- What is the biggest technical challenge you have faced in your career? How did you address this challenge, and what did you learn?
- What is the biggest non-technical challenge you faced? How did you deal with this, and what lessons did you take away from this?
- How do you feel about Agile software development for BI projects?
- How do you define "benchmarking," and why is it important?
- Tell me what you think about our product/service.
- What is the Difference between Data mining and Data Analysis?

Salary Negotiations

When preparing to negotiate a company's offer, it's important to be ready with the proper knowledge. You should know the salary range and average salary for similar positions. For 2020, these are a few average salaries for BI analysts according to leading job recruitment sites:

- According to Indeed, the average BI analyst salary is \$ 95,342.
- [According to Glassdoor](#), the average BI analyst salary is \$76,402
- Recruiter.com's salary range is \$70,000-\$90,000

It's important to know that these numbers factor in all experience and seniority levels. Analysts receiving their first BI job offer can expect a salary closer to the bottom of the range, while more experienced BI analysts can expect a salary closer to the higher part of the range. Along with experience level, salary ranges may vary according to location. Areas with high costs of living tend to have higher salaries.

When negotiating the salary for an offer, be sure to emphasize any value that you can provide beyond the basic job requirements. For example, if you possess relevant technical expertise beyond what is expected for the position's seniority level, that can provide leverage for a higher salary.

When building a case to negotiate your salary, your case should be based on evidence. Expect to face some resistance, and make sure to find the proper balance between being firm and flexible.