Activity Exemplar: Complete the business intelligence project documents for Cyclistic

In this activity, you generated project planning documents in order to align with stakeholders. This will allow you to understand the team's needs as you begin to develop a BI solution. As a BI professional, you will need to be able to communicate effectively with stakeholders and execute solutions that answer their specific needs. This end-of-course project showcases your ability to do just that.

The exemplar you are about to review will help you evaluate whether you completed the activity correctly. In this case, you might have discovered a solution that works just as well as the exemplar. That's great! This exemplar is an example of how a BI professional might have approached this challenge. As long as your process achieved the same results, you can move on to the next phase of the project. And you can always iterate on your work!

Completed Exemplars

To review the exemplars for this course item, click the following links and select Use Template.

Links to exemplars:

Stakeholder Requirements [↗]

Project Requirements [↗]

Strategy Document [↗]

OR

If you don't have a Google account, you can download the exemplars directly from the following attachments.

📎 **Activity Exemplar_ Stakeholder Requirements Document - Cyclistic**
DOCX File

📎 **Activity Exemplar_ Project Requirements Document - Cyclistic**
DOCX File

📎 **Activity Exemplar_ Strategy Document - Cyclistic**
DOCX File

Assessment of Exemplars

Your end-of-course project isn't graded, but the exemplars will enable you to compare your own documents to completed BI documents. This helps you ensure they reflect quality work.

An exemplar is a type of model. It's used to demonstrate the characteristics of a successful project, assignment, or other educational output. Exemplars help learners understand an expected standard, then reach that level. In other words, they provide a clear representation of the end goal so learners might compare their own work to the model; self-assess; and, when necessary, improve.

Now that you have completed filling out your three key BI documents, it's time to review the exemplars. Be sure to read through them carefully, so you know what you did well and what you can do to strengthen your BI products in the future.

Keep in mind that there might be more than one correct way to approach these documents, just like any business problem can have more than one solution. The exemplars are designed to help you to think about the content within your completed documents and—perhaps more importantly—your thought process and general approach to the assignment. They will also ensure you are successful when you continue working on your project in subsequent courses.

Pro tip: If you notice something that seems to be missing or different in the exemplars, ask yourself why. For instance, you might find that some of the metrics requested by your stakeholders were not included in the documents. You've been learning that it's the BI professional's responsibility to avoid vanity metrics (data points that are intended to impress others, but are not indicative of actual performance and, therefore, cannot reveal any meaningful business insights). So ask yourself, "Were these metrics vanity metrics? Is that why they don't exist in the exemplars?" Put on your data detective's hat to find the answers. And as always, use the discussion forums to find out if other learners have the same questions or insights into how to answer them.

Key takeaways

Using exemplars thoroughly and purposefully will enable you to clearly understand what constitutes quality work, gather essential BI knowledge, and apply the strategies needed to complete a task to a high standard. Refining your documents, if necessary, will also confirm that you are prepared to continue with the end-of-course projects in future courses.

Mark as completed

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