



Business Analysis (BI) Cycle

The process

The process of delivering a visualization

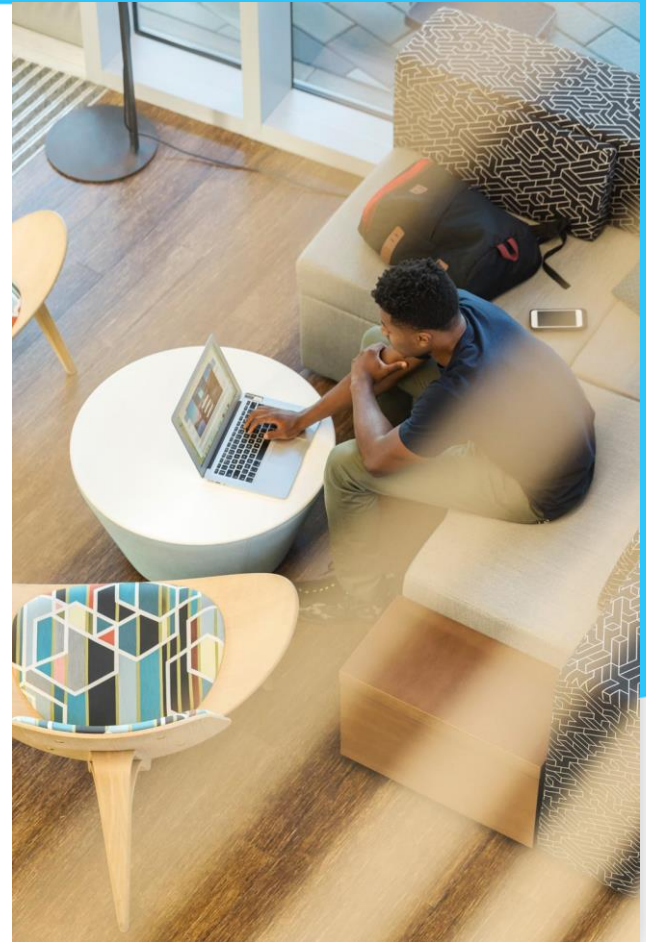
/Acquire

/Filter

/Enhance

/Tune

/Deliver



The process of delivering a visualization

/Acquire: Data acquisition to lead business decisions

/Filter: Establish a funnel strategy to confine the problem

/Enhance: Select the most insightful findings

/Tune: Polish the data for specific aspects of your business

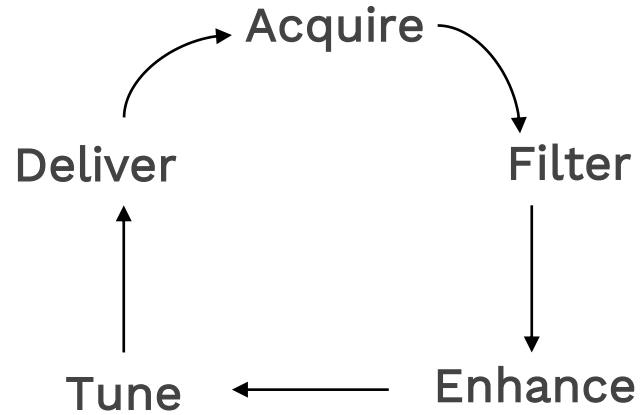
/Deliver: Your findings that will help people take data-driven decisions

This is not a direct process

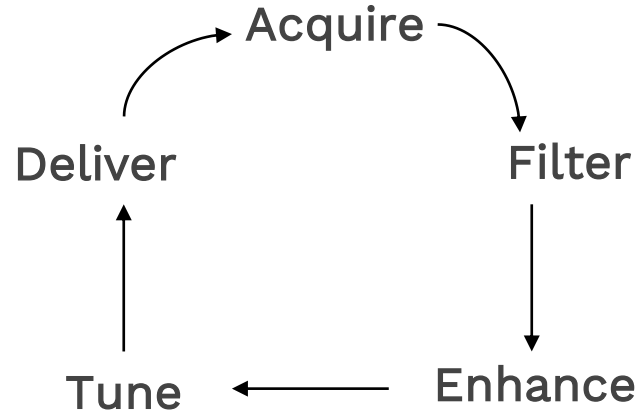
Instead, this process is a

CYCLE

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/The problem is not solved at the deliver step. After gaining insights driven by data, one can go deeper in the solution and iterate once again obtaining better and better decisions. A business process requires to be both fast and iterative. The business analysis tools help us achieve these objectives.



Tools

Tableau and its main nomenclatures

connection

categories

Data
Window

numerical

Filter shelf

Window or
Pane

Marks

Axis

