

Business Intelligence Concepts, Tools, and Applications

by University of Colorado System



Jahangir Karimi



Welcome to Business Intelligence Concepts, Tools, and Applications, the fourth course in the Data Warehousing for Business Intelligence Specialization.

More

This course includes 5 modules. In the first module, we will focus on how computerized decision support systems (DSS) can support decision making. You will learn decision making styles and the common approaches and strategies of decision makers. You will have access to some Ready Made DSS for various types of decisions. In the second module, you will learn business intelligence (BI) concepts, its architectural components, and the seven BI styles. We will focus on the building blocks of business reports and different types of OLAP and their applications. In the third module, you will learn various data visualization techniques and the best practices for designing data visualizations. You will learn the guidelines for designing dashboards and the common pitfalls for dashboard design. In module 4, we will focus on how BI is used for business performance management, how organizations need to define key performance indicators for developing balanced scorecards, and how various forms of visual and business analytics is supported in practice. Finally in the last module, we will focus on the critical success factors for BI maturity and implementing successful BI strategy.

This course will have a great balance in concepts, tools, and applications. You'll have the opportunity to work with large data sets in a data warehouse environment to create visualizations and dashboards. You will use MicroStrategy, a leading BI tool, capabilities to create those visualizations and dashboards. You'll learn strategies and skills for most effective data visualizations and business performance management to advance your career as Business Intelligence analyst and developer.

Reading: Additional Resources for Lesson 2.1
Jahangir Karimi, Professor of Information Systems
University of Colorado Denver, Business School, business.ucdenver.edu

It'll take about 10 min. After you're done, continue on and try finishing the week ahead of schedule.

10 min

Start

WEEK 1



Decision Making and Decision Support Systems

Videos Done

Readings 3h 10m left

Practice Exercises Done

REQUIRED

GRADE

DUE




Peer-graded Assignment

95%

May 28

Assignment for Module 1: Offline Dashboards with Advanced Visualizations
2h

 **Review Your Peers**

95%

May 31

Assignment for Module 1: Offline Dashboards with Advanced Visualizations




WEEK 2

Estimated time: 2h 50m

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Business Intelligence Concepts and Platform Capabilities

Videos	Done
Readings	50 min left
Practice Exercises	Done

REQUIRED	GRADE	DUE
<div> Peer-graded Assignment</div> <div>Assignment for Module 2: World Wide Carbon Emissions Scenario</div> <div>2h</div>	0%	Jun 4
<div> Review Your Peers</div> <div>Assignment for Module 2: World Wide Carbon Emissions Scenario</div>	0%	Jun 7
<div> Quiz</div> <div>Modules 1 and 2 Graded Quiz #1</div> <div>30 min</div>	87%	Jun 4



WEEK 3

Estimated time: 4h 20m

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Data Visualization and Dashboard Design

Videos	30 min left
Readings	1h 40m left
Practice Exercises	10 min left

REQUIRED	GRADE	DUE
<div> Peer-graded Assignment</div> <div>Assignment for Module 3: Design Dashboard for a Financial Service Company</div> <div>2h</div>	0%	Jun 11
<div> Review Your Peers</div> <div>Assignment for Module 3: Design Dashboard for a Financial Service Company</div>	0%	Jun 14

WEEK 4

Estimated time: 4h 47m

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Business Performance Management Systems

Videos

47 min left

Readings

1h 50m left

Practice Exercises

10 min left

REQUIRED	GRADE	DUE
<div><div>★</div><div>Peer-graded Assignment</div><div>Assignment for Module 4: Advanced Enterprise Data Discovery</div><div>2h</div></div>	0%	Jun 18
<div><div>👤</div><div>Review Your Peers</div><div>Assignment for Module 4: Advanced Enterprise Data Discovery</div></div>	0%	Jun 21

WEEK 5

Estimated time: 2h 55m

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BI Maturity, Strategy, and Summative Project

Videos

15 min left

Readings

40 min left

REQUIRED	GRADE	DUE
<div><div>★</div><div>Peer-graded Assignment</div><div>Summative Project: BPM For Blazin' Burger Fast Food Restaurant</div><div>2h</div></div>	0%	Jun 25
<div><div>👤</div><div>Review Your Peers</div><div>Summative Project: BPM For Blazin' Burger Fast Food Restaurant</div></div>	0%	Jun 28
<div><div>🌟</div><div>Quiz</div><div>Modules 3, 4, and 5 Graded Quiz #2</div><div>30 min</div></div>	93%	Jun 25

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Yes

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