| **Data tasks** | **DA** | **BI** |
| --- | --- | --- |
| Involvement | The first step of the data analysis cycle is to define the business problem and establish stakeholder expectations. | In addition to defining business problems and asking questions to establish expectations, BI professionals observe current processes to determine how they can be improved to align more with stakeholder needs. |
| Answering questions | Data analysts are often tasked with deciding what data they need to answer their stakeholders’ questions and gathering that data for use. | BI professionals evaluate the data needs of their stakeholders, identify necessary sources, and design pipeline systems that automatically and continuously gather that data for stakeholders to access. |
| Gathering data | Once data has been gathered, data analysts must ensure that it is clean and ready for use. They also perform transformations on the data to prepare it for analysis. | BI professionals build tools that clean and transform data automatically within a pipeline so that these processes occur to all data being ingested by the pipeline process. |
| Storage systems | Data analysts must adhere to organization conventions and store historical data for analysis. | BI professionals develop storage systems that allow intake from multiple source systems into a destination database, while governing the database schema and optimizing the system. |
| Descriptive and predictive analytics | Data analysis focuses on descriptive analysis that describes historical trends. | BI uses analysis of historical trends to perform predictive analytics that enable organizations to determine likely future trends and act accordingly. |
| Presenting insights | After analysis, data analysts present their findings to inform the stakeholders’ ultimate decision. | BI analysts create tables, reports, and dashboards that empower stakeholders with access to the data they need to inform their whole decision-making process. |
| Iteration | After the initial analysis, data analysts may repeat their analysis based on their findings or new information. | BI analysts continue to iterate on processes to improve and optimize the systems and tools they have built to ensure they continue to be useful for stakeholders. |

Ref: <https://www.coursera.org/learn/foundations-of-business-intelligence/supplement/IYMjA/compare-data-analysis-and-business-intelligence>