Business Intelligence Important Questions

Unit- 1 (Essays)

1. How to make decision making process? (pg -2)
2. Define BI and what is the need of Business Intelligence? (pg -3)
3. What are the activities of BI or what are the reasons for the failure of any Business? (pg -6)
4. Analytical Spectrum with diagram? (pg – 9 to 11)
5. What are different value drives and how Information can be used? (pg – 17)
6. What are performance metrics and KPI (key performance indicator)? (pg – 18)
7. Horizontal use cases? (pg – 21 to 29)
8. Vertical use cases? (pg – 29 to 31)

1 Marks

1. Analysis Paralysis? (pg – 3)
2. Dimensions of BI? (pg – 4)
3. BI definition? (pg – 7)
4. Taming of information explosion? (pg – 11)
5. Collaborative Filtering? (pg – 23)
6. Cross selling and up selling? (pg – 23)

Unit -2 (Essays)

1. Organization preparedness for Business Intelligence? (pg - 34 to 35)
2. Initial steps to start BI? (pg – 37)
3. Bridging gap between business users and IT people? (pg – 40 to 42)
4. Knowing different types of business users? (pg – 42 to 43)
5. Success factors? (pg – 43 to 48)
6. How you build a team (or) How do you select your team? (pg – 49)
7. Strategic or Tactical Planning or Long-term vs short term? (pg – 50 to 51)
8. What is Incremental Improvement or Analytical Spectrum?
   Or what is business intelligence road map? (pg – 54 to 55)

1 Marks:

1. Difference between power user and business users?
2. What is Organization preparedness?
3. Write different type of business users?

Unit-3 (Essays)

1. Aspects of Business Intelligence? (pg – 63 to 65)
2. Organization Business Intelligence Frame works? (pg – 65 to 73)

   With diagram.

3. Information processing and Information flow? (pg – 84)
4. Analytical information needs? (pg – 78)
5. Data requirements Analysis? (pg – 96 to 102)
6. Facts and metrics and qualifiers? (pg – 93 to 95)
7. Service and system evaluation? (pg – 73)

1 Marks

1. What is metadata?
2. What is data quality?
3. What is data profiling?
4. What is data integration?
5. What is dimension Analysis?
6. What is canned reporting?
7. Business use of information?
8. What are the benefits of Business process model?

Unit-4 (Essays)

1. Attribute Analysis? (pg – 135 to 142)
2. Relationship analysis? (pg – 143 to 145)
3. How do you acquire customer Knowledge and customer profiling? (pg – 238 to 240)
4. Customer life time value? (145 to 146)
5. Demographic and psychographic and geographic?
6. Explain about geographical data and clusters? (pg – 244 to 248)
7. Behavior Analysis? (pg – 248 to 250)

1 Marks:

1. What is Functional dependency?
2. What is the key relation?