



Business Intelligence: Preparing for a BI Initiative

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Business Intelligence: Preparing for a BI Initiative

Course Summary:

The focus of business intelligence is the transformation of data into value-added information: where to source it, how to integrate it, and how to enhance and deliver it as analytic insight to support business decision making.

Effective implementation of a Business Intelligence (BI) program results in better business decisions and increased success in achieving goals. In this BI training course, you will learn how to identify the maturity level of your BI solution, and articulate critical elements of your solution to maximize your organization's business opportunities. The facilitator will work with you through a case study in this hands-on training and you will be able to re-apply the template as soon as you're back at work.

You Will Learn How To

- Apply the BI Meta Model (BIMM) to turn desired outcomes into actions
- Choose between a strategic and a tactical application of BI
- Map operational data to a data warehouse
- Design a BI solution for a business problem

Who would benefit most from this course?

- This course has been targeted to the Business Analysis community. BI Administrators, Developers, Analysts, Scientists, Does this course address Big Data and Data Analytics?
- This course has been designed to focus on Preparing a Business Intelligence Initiative, and assumes the audience has come to the training with solid Business Analysis experience. The training will not address fundamental business analysis best practices. If you would like to gain that knowledge first,
- Pre-course Preparation
- You will be asked to spend a few minutes reviewing the case study before the first day of class.

What is the role of the Business Analyst in a Business Intelligence Initiative?

- The Business Analyst can offer significant value to the development of a BI solution. The Business Analyst should be equipped with the skills to align data, business objectives, and technology to deliver actionable information needed by the organization to inform decision-making. The Business Analyst may be responsible for some or all aspects within the BI lifecycle.

Course Outline

- Business Intelligence Basics

What Is Business Intelligence?

- What Business Value Does BI Deliver?
- BI Problems: Then and Now
- Components of a BI Solution

BI Terminology

- BI Terminology: OLTP and OLAP
- BI Terminology: Dashboards and Scorecards
- BI Terminology: Extract, Transform, Load and Reporting Tools

Business Intelligence Initiative Roadmap

- The BA Process in Business Intelligence Initiatives
- How the Business Analyst Delivers Business Value
- Building Your BI Strategy

Business Intelligence Meta Model (BIMM)

- Why a Business Intelligence Meta Model?
- The BIMM as a Brainstorming Tool
- Other Brainstorming Tools

Elements of the Business Intelligence Meta Model

- Outcomes and Insights
- Knowledge Acquisition
- Information and Structure
- Data

Strategic and Tactical Prioritization

- Timeboxing

- MoSCoW Analysis
- 2 x 2 Matrix

Characteristics of Well-Formed Outcomes: SAVED

- Example: A Poorly Formed Outcome
- IIBA Requirement Definitions
- Business Requirements
- Example: Business Requirement
- Evaluating Readiness for Business Intelligence

Assessing Project Feasibility

- Strategy Analysis
- Introducing Your Planning Spreadsheet
- Every Business Has a BI System or Solution
- Three Skill Sets Needed For Business Intelligence

Business Intelligence Maturity Levels

- Level 1: Informal
- Level 2: Defined
- Level 3: Managed
- Level 4: Controlled
- Level 5: Optimized

Driving the BI Initiative Forward

- What Are Business Drivers?
- Evaluating Your Maturity Level

Business Intelligence Technologies

- Example: Enabling Technologies for BI
- Identifying Enterprise Systems and Data
- How Is Enterprise Data Stored?
- Understanding Your Data

Data Governance

- Unstructured Data
- Technical Infrastructure
- Structured and Unstructured Data
- Other Definitions of Data Governance

Data Governance Framework

- Areas of Focus
- Who Manages Data Governance?
- Dealing With Data

Top-Down Data Analysis

- Enterprise Information Architecture
- Designing Standardized Business Metadata

Bottom-Up Source Data Analysis

- Source Data Selection
- Data Selection Issues

Data Cleansing

- Extract, Transform, and Load (ETL)
- Specifying ETL Rules
- Moving Data to a Data Warehouse

Developing the Data Warehouse

- Denormalization
- OLTP vs. OLAP
- OLAP Terminology
- Value of OLAP
- Organizing a Business Intelligence Competency Center

Defining Competence

- Six Challenges of Business Intelligence
- The Value of the BICC

How the BICC Addresses the Six Challenges of BI

- Supporting Stakeholders
- Supporting Business Strategy
- Sharing Knowledge Throughout the Organization
- Benefits and Disadvantages of the BICC

What Is the BICC?

- Why Is a BICC Important?
- The Goal of a BICC: Information Democracy

- How Is a BICC Established?

Change Management and Transition Requirements

- Functional Areas in the BICC
- Job Roles in the BICC
- BICC Scalability
- Organizing the BICC
- Solving Business Problems With BI

Overview of BI Tools

- Organizational Issues
- Reporting on BI Data

KPIs and BI Tools

- KPI Elements
- KPI Indicators
- Digital Dashboards
- Balanced Scorecards

Capstone Activity: Using BI to Solve Problems