

## Introduction to Business Intelligence: Designing a Successful BI Program - 3 Days

### Course 901 Overview

- You Will Learn How To**
- Implement the key elements of a successful business intelligence (BI) program
  - Apply a BI metamodel that turns outcomes into actions
  - Extract and transform data from an operational database to a data warehouse
  - Exploit business analytics and performance measurement tools
  - Organize a Business Intelligence Consistency Center (BICC)
  - Integrate BI into your daily business decisions

**Course Benefits** Setting up a business intelligence program takes more than just installing the technology. A successful BI program involves a set of concepts and methods designed to improve the business decision-making process by putting targeted information into the hands of those who need it most. This course details the critical variables needed to implement an effective BI program that maximizes your organization's business opportunities.

**Who Should Attend** Anyone interested in implementing a BI program in their organization, including program and project managers, business and statistical analysts, and marketing directors. Prior BI experience is not needed.

**RealityPlus™** An interactive and evolving case study immerses you in a challenging environment where you explore the concepts and methods behind a business intelligence implementation. Activities include:

- Applying a BI metamodel
- Analyzing successful systems to identify what works
- Deploying a road map for building and implementing a BI program
- Translating management directives into defined outcomes
- Turning defined outcomes into data collection specifications
- Organizing a Business Intelligence Competency Center (BICC)
- Incorporating BI tools to identify business trends
- Mapping operational data to a data warehouse

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### Course 901 Outline

#### Defining Business Intelligence (BI)

- Components of a BI program
- Mapping the business intelligence process
- Identifying the business needs for BI
- New BI taxonomy
- BI-specific management issues
- Driving business agility and efficiency

#### Building a Road Map

##### Applying BI to solve business problems

- Assessing the business problem
- Distinguishing major components of a BI process
- Focusing on pertinent information using the BI process
- Stating desired outcome for a given situation
- Overcoming common BI challenges

##### Iterating the BI metamodel

- Starting BI with simple processes
- Proposing secondary uses for transactional data
- Scaling the BI process to fit your organizational needs
- Enabling repeatable and successful BI processes

##### Discovering possibilities

- Listing the major components of a BI system
- Investigating the business advantages of strategic vs. tactical applications of BI
- Reviewing successful systems
- Selecting capabilities for your organization
- Identifying critical and variable attributes of a BI program

##### Connecting processes

- Realizing the desired outcome from a specific organizational situation
- Targeting the process to achieve the desired outcome
- Deriving actions and decisions from the desired outcome

#### Designing and Planning BI Processes

##### Defining business requirements

- Generating an initial data warehouse matrix
- Aggregating business processes
- Selecting dimensions

##### Modeling the dimensional business process

- Navigating facts and dimensions

- Strengthening relationships
- Creating the appropriate schema
- Traversing hierarchies

##### Constructing the data warehouse

- Extracting data from multiple sources
- Transforming data during migration
- Loading data into a data warehouse

#### Implementing and Fine-Tuning the BI Solution

##### Evaluating business analytic tools

- Selecting criteria for business analytics
- Exploring online analytic processing (OLAP) tools
- Slicing and dicing your data using multidimensional cubes
- Examining the characteristics of a data mine
- Reviewing data mining tools

##### Leveraging performance measurement tools

- Observing information using dashboards
- Assessing the current state of your business with key performance indicators (KPIs)
- Communicating to stakeholders through scorecards

#### Organizing a Business Intelligence Consistency Center (BICC)

- Promoting expertise within your organization
- Producing a BICC functional checklist
- Clarifying the roles of the BICC
- Organizing the BICC

#### Putting BI to Work for You

- Applying the BI process across the organization
- Making predictive analytics work for your bottom line
- Blending BI process into daily management activities