

BI-01 Fundamentals of Business Intelligence

BI-01-00 About the Course (9 min)

BI-01-01 Introductory Concepts (73 min)

- Definitions
 - Business
 - Intelligence
 - Business Intelligence – Early Days
 - Business Intelligence – Modern View
 - Data Warehouse – Early Days
 - Data Warehouse – Late 90's
 - Data Warehouse – Modern View
- System
 - Definition
 - Properties
 - General Structure
 - Example
 - Systems Thinking
 - Thinking Styles
- Architecture
 - Definition
 - Purpose
 - Business Intelligence Architecture
 - From Architectures to Systems
- Systems View of Business Intelligence
 - BI System Components
 - The Business System
 - The Decision Making System
 - The Work Execution System
 - The Participation System
 - The Information System
 - The Measurement System
 - The Analytics System
 - The Technology System
 - The Stakeholder System
 - The Governance System
 - Example

BI-01-02 Generating Business Value (52 min)

- Introduction
 - Setting the Context
 - Defining Value
 - The Basic Idea of Value Generation
 - Extending the Basic Idea of Value Generation
 - Completing the Basic Idea of Value Generation

- Components of the Business Intelligence System

- The Business System
 - Purpose
 - Components
 - Inputs and Outputs
 - Input 1 – Mission
 - Input 2 – External Drivers
 - Input 3 – Resources
 - Input 4 – Capabilities
 - Output 1 – Results
 - Output 2 – Value

- The Decision Making System
 - Context
 - Purpose
 - Components
 - Inputs and Outputs
 - Input 1 – Problems
 - Input 2 – Opportunities
 - Input 3 – Options
 - Input 4 – Constraints
 - Output 1 – Decisions
 - Output 2 – Recommendations

- The Participation System
 - Context
 - Purpose
 - Components
 - Inputs and Outputs
 - Input 1 – Understanding
 - Input 2 – Skills
 - Input 3 – Capabilities
 - Input 4 – Motivation
 - Output 1 – Roles
 - Output 1 – Roles

- The Work Execution System
 - Context
 - Purpose
 - Components
 - Inputs and Outputs
 - Input 1 – Decisions
 - Input 2 – Roles
 - Input 3 – Responsibilities
 - Output 1 – Assets
 - Output 2 – Services
 - Output 3 – Completion Results

BI-01-03 Monitoring and Learning (96 min)

- Introduction

- Context
- Monitoring
- Learning
- Information Building Blocks
- Generating Information
- Generating Insights
- The Information System
 - Context
 - Purpose
 - Components
 - Component Details
 - Inputs and Outputs
 - Input 1 – Event and Reference Data
 - Input 2 – Unstructured Data
 - Input 3 – Business Rules
 - Input 4 – Business Context and Objectives
 - Output 1 – Integrated Data
 - Output 2 – Information
- The Measurement System
 - Context
 - Purpose
 - Components
 - Components – Functional View
 - Inputs and Outputs
 - Input 1 – Qualitative Data
 - Input 2 – Quantitative Data
 - Input 3 – Usage Profile
 - Input 4 – Measurement Rules
 - Output 1 – Measures
 - Output 2 – Metrics and Indicators
 - Output 3 – Business Metrics and KPI's
- The Analytics System
 - Context
 - Purpose
 - Components
 - Components – Functional View
 - Inputs and Outputs
 - Input 1 – Integrated Data
 - Input 2 – Measures and Metrics
 - Input 3 – Business Objectives
 - Output 1 – Insights
 - Output 2 – Enhanced Information
- The Technology System
 - Context
 - Purpose
 - Components
 - Inputs and Outputs
 - Input 1 – Raw Data
 - Input 2 – Technology Objectives
 - Input 3 – Business Objectives

- Input 4 – Capabilities and Skills
- Output 1 – Integrated Data Storage
- Output 2 – Information/Metrics Delivery and Presentation
- Output 3 – Insight Delivery and Presentation
- Output 4 – Automation

BI-01-04 Leadership and Control (29 min)

- Introduction
 - Setting the Context
 - Leadership
 - Control
- The Stakeholder System
 - Context
 - Purpose
 - Stakeholder Roles
 - Components
 - Inputs and Outputs
 - Input 1 – Expectations
 - Input 2 – Understanding
 - Input 3 – Priorities
 - Input 4 – Education and Experience
 - Output 1 – Satisfaction
 - Output 2 – Maturity
 - Output 3 – Investment and Sponsorship
- The Governance System
 - Context
 - The Building Blocks
 - Definition
 - Concepts
 - Purpose
 - Components
 - Inputs and Outputs
 - Input 1 – Investment
 - Input 2 – Capability
 - Input 3 – Objectives and Constraints
 - Output 1 – Vision
 - Output 2 – Strategy
 - Output 3 – Standards

BI-01-05 Putting the Pieces Together (34 min)

- The Business Intelligence System
 - BI Perspective and Alignment
 - Stakeholder Perspective and Alignment
 - Governance Perspective and Alignment
 - BI System Review
 - Leadership and Control
 - Value Generation



- Monitoring and Learning
- Maintaining a Balance
- Managing Alignment Gaps
- Components and Alignment
- Summary
 - Key Concepts
 - BI is Often Misunderstood
 - Components and Alignment
 - Value Creating Systems
 - Monitoring and Learning Systems
 - Leadership and Control Systems