# BI and Analytics Principles and Practices: Charting the Course to BI -Analytic Success Training

Duration: **1 Day**

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## Overview

Business Analytics and Business Intelligence architecture is a set of frameworks used to organize the data, management, and technical components required to build BI systems and analytical capabilities. Architecture plays a critical role in BI and analytics programs by ensuring that the development efforts of multiple projects and teams align to create a cohesive and valuable whole.

A comprehensive architecture addresses business objectives, organizational structures, roles and responsibilities, integrated information resources, key business processes, and a broad range of technology components.

## Prerequisites

There are no prerequisites for this course.

## Who Should Attend

- Business, data, integration, and technology architects involved in BI and analytics programs
- BI and analytics program and project managers who need a foundational understanding of successful analytics initiatives
- BI and analytics team members who want a better understanding of the overall system landscape

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## What You Will Learn

In this training, participants will learn:

- The full scope of architectural objectives, including structural integrity, standardization, reusability, environmental fit, aesthetics, and sustainability
- A framework to ensure overall architectural completeness and success covering business purpose, organization, integrated information, processes, and technology platforms
- A framework to organize business components such as performance, stakeholders, processes, rules, and information
- A framework to organize the enterprise in terms of people, purpose, process, and structure
- A framework to organize information components and capabilities including data collection, storage, operational data integration, data warehousing, big data integration, data distribution and access, data modeling, and metadata management
- A framework to organize BI and analytics–related processes such as methodologies, data governance, data flow, business processes, and operations/support
- A framework to organize technology platform components including servers, data sourcing, databases, storage, data integration, analytics, and data management

## Outline

### Module 1 – BI and Analytics: Then and Now

- Definitions: Data Warehousing, Business Intelligence, Business Analytics
- Evolution and alignment with business goals
- Core components: People, applications, systems, processes, data, and technology
- Perspectives and points of view
- BI and Analytics lifecycle
- Maturity models and assessment approaches
- Roadmapping and continuous planning
- Common mistakes in validation and business-driven BI delivery
- Summary and discussion

### Module 2 – Supporting the Organization

- BI and Analytics stages

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- Descriptive BI and Analytics
- Diagnostic BI and Analytics
- Discovery BI and Analytics
- Predictive BI and Analytics
- Prescriptive BI and Analytics
- Roadmap expansion
- Common mistakes in predictive analytics and data storytelling

## Module 3 – Architecture and Methodology

- Data integration architecture and strategies
- Big Data concepts, sources, and characteristics
- Data lakes and analytics sandboxes
- Data warehouse implementation approaches
- Agile development and automation
- Roadmap development and project selection
- Common pitfalls in data federation and big data implementations

## Module 4 – Data Management

- Data governance concepts, roles, and responsibilities
- Data stewardship
- Data quality concepts, assessment, and improvement
- Data profiling techniques and tools
- Building and executing a data strategy
- Common mistakes in data quality programs

## Module 5 – BI Technology

- BI technology stack and architecture layers
- Functions and services
- Selecting current and future BI technologies
- Technology management and platform reliability

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- Common mistakes when adopting new BI technologies and Hadoop implementations

### Module 6 – Summary

- Overall summary
- Key takeaways