

What is Business Intelligence & Analytics?

Worksheet

Business Intelligence is the practice of collecting, analyzing, and visualizing data to support informed business decisions. It encompasses dashboards, reports, data mining, KPIs, and predictive modeling to understand performance and forecast trends.

Questions

1. Business Intelligence is primarily used for

- A) Automating all business processes
- B) Transforming data into actionable insights
- C) Replacing human decision-making
- D) Reducing employee numbers

2. Which is a key component of a BI system?

- A) Social media posts
- B) Executive dashboards
- C) Employee chat logs
- D) Competitor advertisements

3. A company discovers that online sales peak on Fridays. This is

- A) Data collection
- B) An insight from analytics
- C) A business strategy
- D) A dashboard

4. What does a BI dashboard typically show?

- A) Employee contact details
- B) Real-time KPIs and business metrics
- C) Marketing emails
- D) Customer complaints only

5. A retailer analyzes customer purchase data to identify trends. What is this process?

6. A company compares current KPIs against targets using a live dashboard. Why is this BI?

7. A bank predicts customer churn risk using historical data. What role does analytics play?

8. Define: What is Business Intelligence?

9. Define: What tools are part of BI?

10. Define: Difference: BI vs Analytics?

Answer Key

1. B) Transforming data into actionable insights - BI supports informed decisions by analyzing data; it doesn't automate decisions or replace people.
2. B) Executive dashboards - Dashboards visualize metrics and KPIs to communicate insights; the others are not core BI components.
3. B) An insight from analytics - This pattern (insight) comes from analyzing transaction data-a key output of analytics.
4. B) Real-time KPIs and business metrics - Dashboards display key performance indicators (KPIs) and metrics in visual form for quick understanding.
5. Data collection: Gather POS transaction records Analysis: Identify best-selling products by season Insight: Customer prefer summer apparel in June-August Decision: Increase inventory for next summer
6. Dashboard shows real-time metrics (sales, conversion, churn) Visualizations highlight variance from targets Team can spot underperformance immediately Quick corrective action possible
7. Collect customer behavior: transactions, login frequency, support tickets Build predictive model on past churn Rank at-risk customers by probability Deploy retention campaign to top 20% risk
8. The process of collecting, analyzing, and visualizing data to support strategic decision-making and competitive advantage.
9. Dashboards, data warehouses, analytics platforms, reports, and KPI tracking systems.
10. BI is the broader process and tools; analytics is the specific practice of examining data for patterns and insights.

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