
Overview

This standard defines the competencies required to effectively apply Business Intelligence (BI) tools and analytical techniques to interpret data and generate actionable insights that drive informed business decisions. It focuses on leveraging BI tools to explore, analyse, and interpret data, enabling professionals to identify trends, enhance decision-making processes, uncover opportunities, and support strategic initiatives that align with organisational objectives. It also includes exploratory data analysis, and aligning BI activities with broader organisational goals.

This standard is intended for those responsible for applying BI tools and technologies to analyse and interpret data as part of their job functions.

Performance criteria

You must be able to:

1. Collaborate with stakeholders to define organisational Business Intelligence (BI) requirements.
2. Use approved BI tools to load, explore and analyse datasets, to identify patterns, trends, anomalies and other insights in line with organisational BI requirements .
3. Apply statistical methods, including trend analysis, and forecasting, to extract meaningful insights from datasets and predict future outcomes.
4. Transform BI analysis findings into clear, actionable insights that provide evidence-based support for organisational decision-making.
5. Collaborate effectively with stakeholders to present BI analysis outcomes clearly.
6. Document BI analysis processes, assumptions, and findings to promote transparency, reproducibility, and facilitate further analysis.

Knowledge and understanding

You need to know and understand:

1. Industry standard BI tools and platforms, and their capabilities for data preparation, analysis, visualisation and reporting.
2. Industry best practices for gathering and clarifying BI requirements from stakeholders.
3. Statistical and analytical methods, including trend analysis, correlation, regression, and their applications in interpreting BI data.
4. Limitations and assumptions of statistical methods.
5. Techniques for data exploration, including detecting anomalies, patterns, and trends to identify actionable insights.
6. Forecasting and time series analysis methods, to uncover deeper insights and patterns within BI data.
7. Data interpretation techniques to transform raw data into insights.
8. Effective BI data visualisation techniques to communicate insights clearly.
9. Storytelling techniques for presenting BI findings effectively, using narratives and visuals tailored to audience needs.
10. Ethical principles and privacy regulations for BI analysis, including responsible data handling, safeguarding sensitive information, and ensuring compliance with relevant laws and organisational policies.
11. Key Performance Indicators (KPIs), metrics, and business objectives that guide and shape BI analyses within an organisation.
12. Techniques for effective stakeholder communication and gathering BI requirements.
13. Methods for aligning stakeholder needs with organisational BI goals.
14. Documentation practices for analysis, findings, and BI project outcomes.

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Apply BI Tools and Technologies to Analyse and Interpret Data



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