
Overview

This standard defines the competencies required to effectively visualise and communicate data using Business Intelligence (BI) tools. It covers transforming data into clear, meaningful visual formats, including interactive dashboards, dynamic reports, and data storytelling.

BI-enabled data visualisations help stakeholders interpret information and support data-driven decision-making. This involves presenting data in an engaging and accessible manner, ensuring all users can interact with it meaningfully. The standard includes the importance of accessibility and inclusivity, ensuring reports, dashboards and visualisations adhere to relevant standards and meet diverse user needs.

This standard is designed for professionals who use BI tools for data visualisation and reporting as part of their role.

Performance criteria

You must be able to:

1. Design and develop Business Intelligence (BI) dashboards that present key metrics and insights in a visually compelling, interactive, and user-friendly format.
2. Create clear, concise and audience-specific reports that effectively communicate data insights, in line with stakeholder needs.
3. Apply best practices in data visualisation to highlight trends, patterns, anomalies, and relationships in accordance with organisational requirements.
4. Update visualisations to reflect the latest data and maintain accurate and relevant dashboards and reports.
5. Communicate data insights effectively to stakeholders, presenting findings in an engaging and accessible manner to support data-driven decision-making.
6. Incorporate user feedback to improve dashboard design, functionality, and overall user experience.

Knowledge and understanding

You need to know and understand:

1. Principles of designing and developing BI dashboards and reports using BI tools, including structuring data for effective visualisation.
2. Data visualisation best practices, including appropriate chart selection, colour usage, layout design, and accessibility considerations to enhance clarity and impact.
3. Industry-standard BI tools and reporting software, their capabilities, and how to effectively use them to create dashboards and reports.
4. Best practices in dashboard design, including selecting and defining key performance indicators (KPIs) and metrics, designing intuitive layouts, and optimising usability for different audiences.
5. Audience-centric reporting approaches, including strategies for tailoring data visualisations and language to suit both technical and non-technical stakeholders.
6. Methods for selecting and designing effective reporting formats to maintain long-term relevance and usability.
7. Data storytelling techniques, including structuring and presenting insights in a compelling narrative format to make complex findings accessible and actionable.
8. Techniques for automating data updates in dashboards and reports to ensure accuracy and minimise manual intervention.
9. User experience (UX) principles for BI dashboards, including usability testing, iterative design, and incorporating stakeholder feedback for continuous improvement.
10. Standards and practices for ensuring accessibility in data visualisations, making dashboards and reports inclusive for diverse audiences.
11. Security and privacy considerations in BI reporting, including data protection, user access controls, and compliance with organisational and regulatory requirements.

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Utilise BI Tools and Technologies for Data Visualisation and Reporting



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