

# Business Intelligence

A look at some

Common Pit Falls

and

Suggested Preparations

# Common Pit Falls of Business

## Intelligence / Data Warehousing

- **Forgetting the word “Business”**
- **Replicating the Application Data Model**
- **Using technical terminology to name the Attributes and Metrics**
- **Creating reports with just digits / numbers and not graphical representations**

# Common Pit Falls of Business Intelligence / Data Warehousing

- **Forgetting that human brains' absorption has a limited absorption capacity**
- **Following the flow of data instead of the business flow**
- **Assuming the data is clean and with errors or anomalies**

# Common Pit Falls of Business Intelligence / Data Warehousing

- Ignoring the level of granularity required for drill-down purposes
- Not reconciling the Data Warehouse data to the Operational data
- Not identifying and incorporating other data sources that affect the business
- Assuming executive management knows what it wants to see to make business decisions

# Suggested Preparations

- **Identify the Key Primary Indicators (KPI) of the business**
- **Define the KPI's in business terms avoiding any technical jargon**
- **Identify any specific levels at which alerts on KPI's are prudent**
- **Determine the relationship of the KPI's to each other for cross-drilling purposes**

# Suggested Preparations

- **Identify the dimensions associated with the KPI's**
- **Note the different levels within each dimension (e.g. Time: Day, Month, Quarter, Year)**
- **If business is territorial, identify & map the territories**
- **Coordinate type of graph to data and to the recipients**

# Suggested Preparations

- **Keep in mind that this is a story that has to be told**
- **BI will uncover the real business issues**
- **Model the data based on the business and the flow of the business**
- **Determine from the business how far back the data needs to go (# of yrs)**

# Suggested Preparations

- **Determine the frequency to refresh the data: daily, weekly, monthly, etc.**
- **Analyze the data for cleanliness, quality, errors and anomalies**
- **Prepare reporting and analyses that are user-friendly in function and not just name**
- **Prepare executive reporting that focuses on the business' KPI's**



# Suggested Preparations

- **Study and analyze the “business” (sometimes it is the business within the business)**
- **Map the organizational structure of the business (not the staff)**
- **Study the staff organizational structure**
- **Learn & understand the flow of the business**



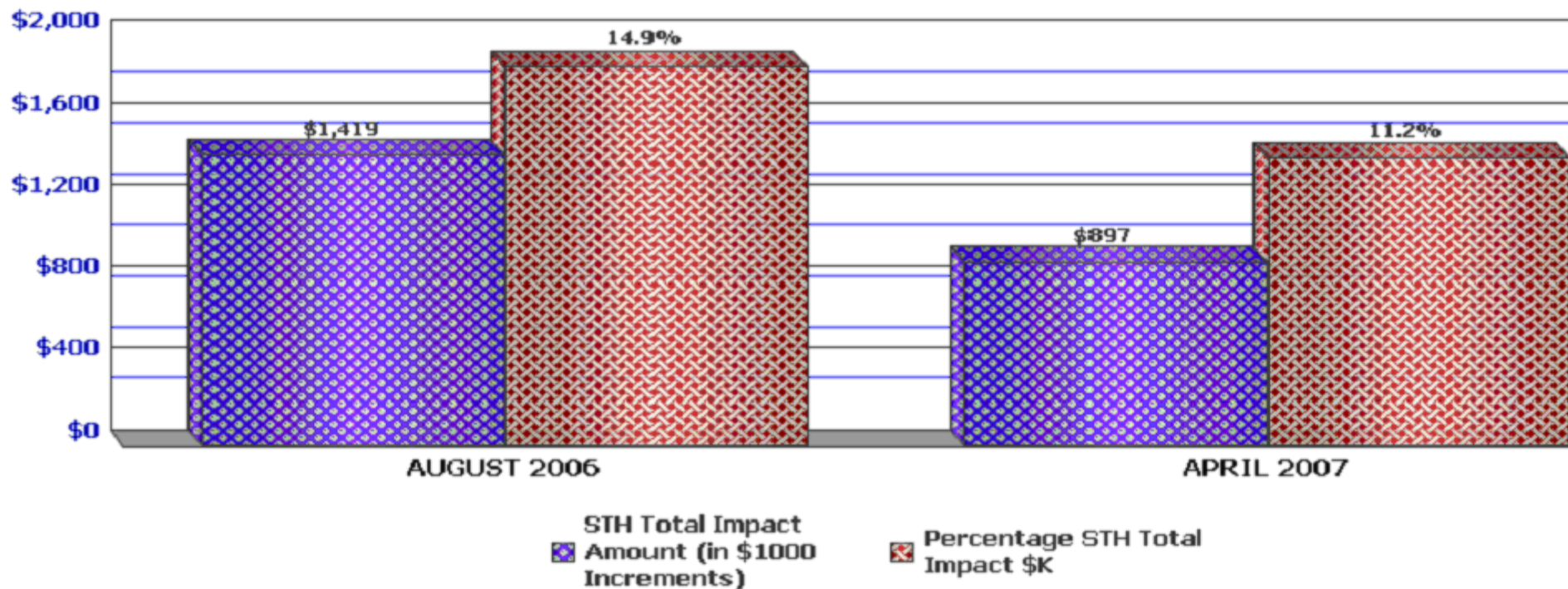
# **Sample Dashboard Presentation**

# Dashboard

## Sales Tax Holiday Review

STH Total Tax Impact

### Total Impact Analysis



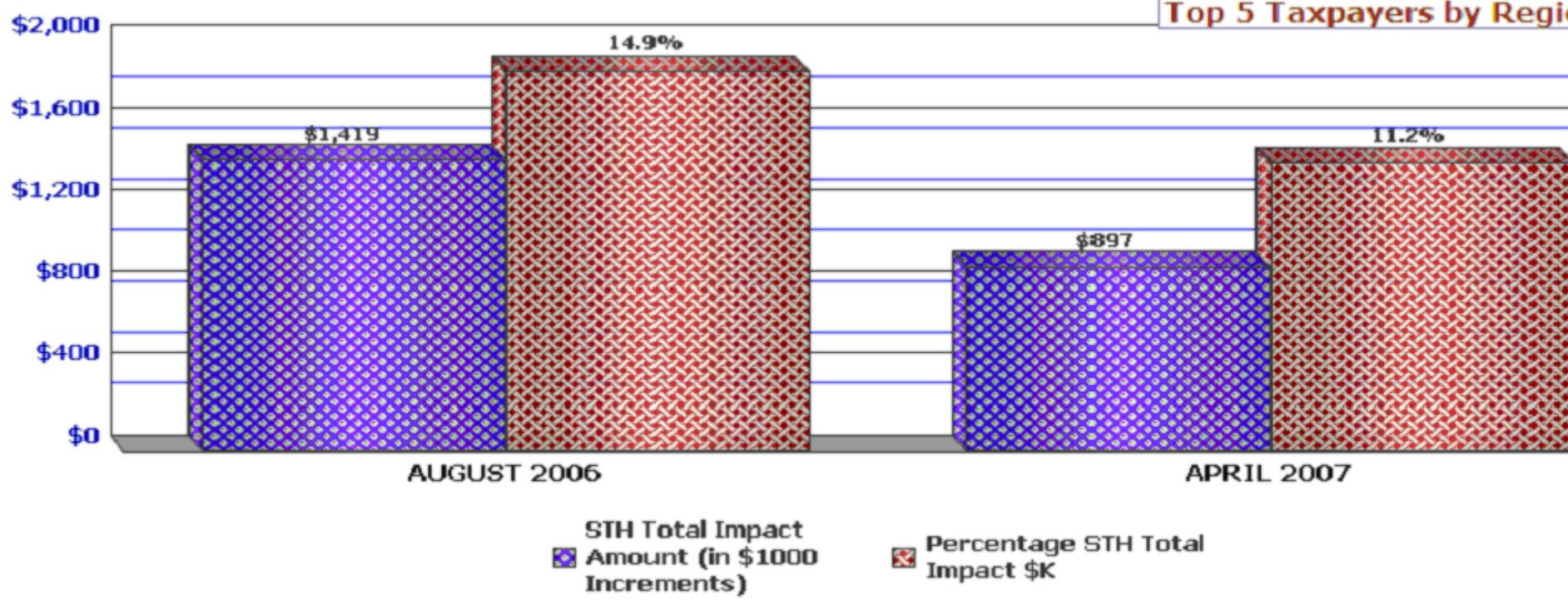
Tax Holiday Period		Total STH Tax Impact (in \$1000 Increments)	STH Total Tax Due Amount (in \$1000 Increments)	Percentage STH Total Impact
AUGUST	2006	\$1,419	\$9,540	14.9%
APRIL	2007	\$897	\$7,977	11.2%

# Dashboard

## Sales Tax Holiday Review

- STH Total Tax Impact
- STH Total Tax Impact
- STH Regional Total Tax I
- Top 5 Taxpayers by Regio

### Total Impact Analysis



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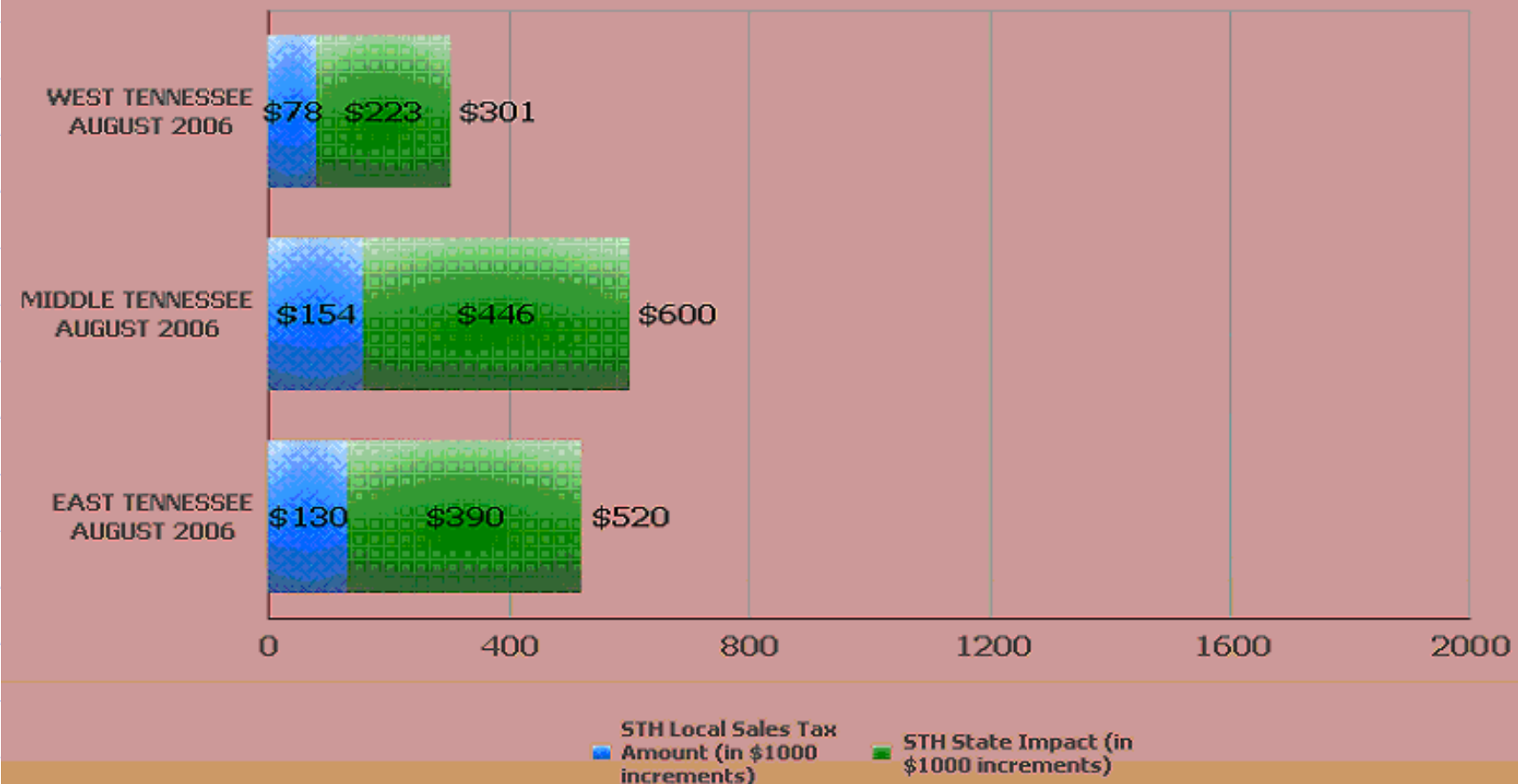
# Dashboard

## Sales Tax Holiday Review

STH Regional Total Tax Impact

### Total Impact by State Regions

AUGUST:2006



# Dashboard

## Sales Tax Holiday Review

STH Regional Total Tax Impact

### Total Impact by State Regions

AUGUST:2006

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APRIL:2007



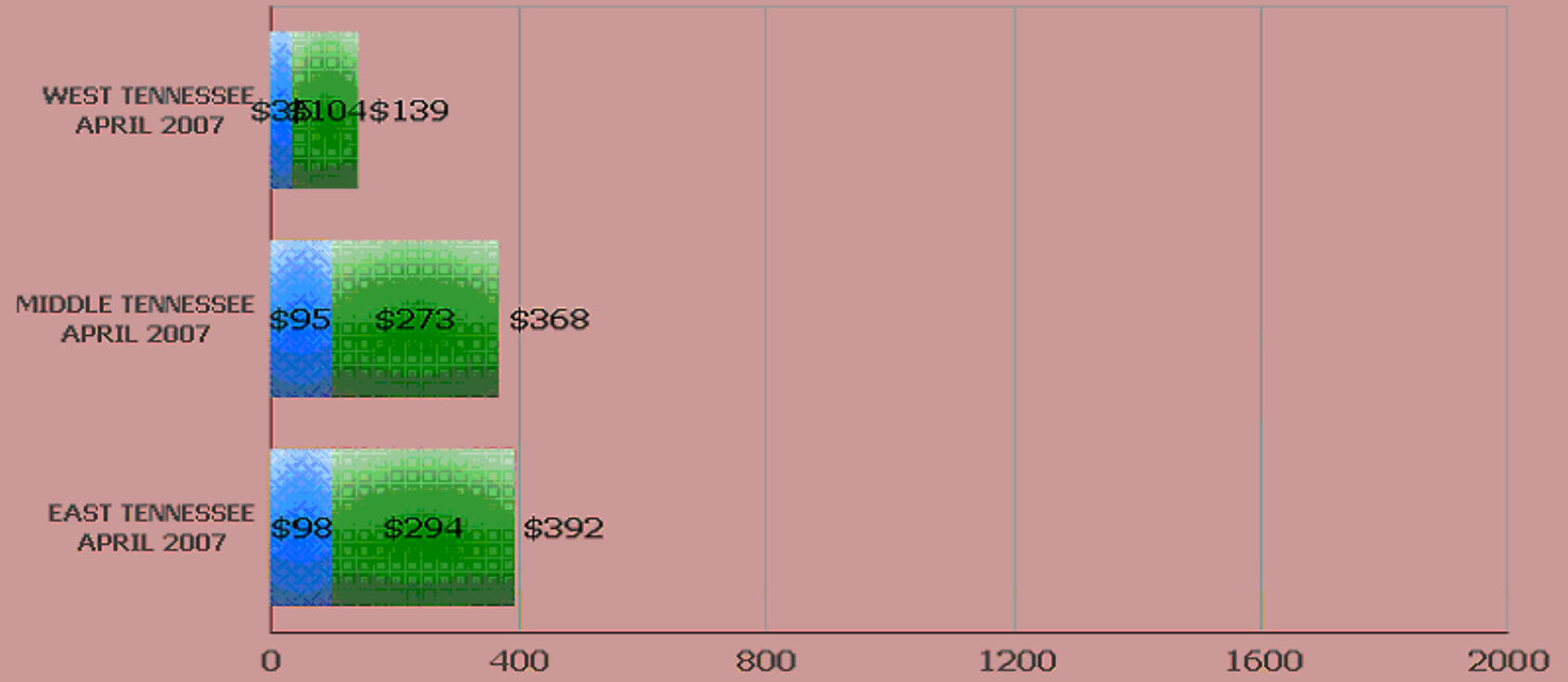
# Dashboard

## Sales Tax Holiday Review

STH Regional Total Tax Impact

### Total Impact by State Regions

APRIL:2007



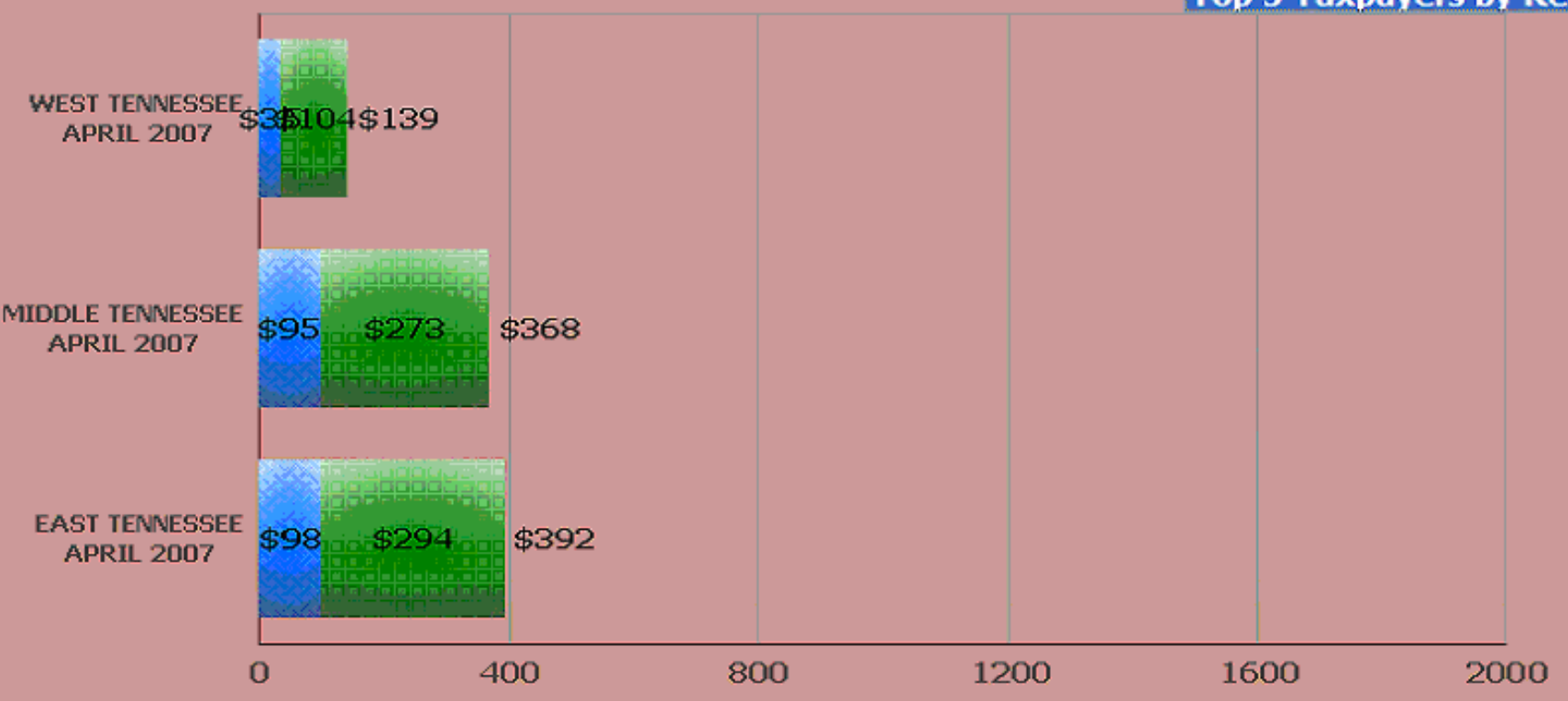
STH Local Sales Tax Amount (in \$1000 increments)      STH State Impact (in \$1000 increments)

# Dashboard

## Sales Tax Holiday Review

### Total Impact by State Regions

- STH Regional Total Tax Impact
- STH Total Tax Impact
- STH Regional Total Tax Impact
- Top 5 Taxpayers by Region



STH Local Sales Tax Amount (in \$1000 increments)      STH State Impact (in \$1000 increments)



# Dashboard

## Sales Tax Holiday Review

### Top 5 Taxpayers by Region

WEST TENNESSEE

AUGUST:2006

Ranking Taxpayer by Sales Tax Holiday Amount w/i Region

Test Data  
Blocked Out



\$0 \$2,000,000 \$3,500,000

Sales Tax Holiday Amount

# Dashboard

## Sales Tax Holiday Review

## Top 5 Taxpayers by Region

WEST TENNESSEE

WEST TENNESSEE

MIDDLE TENNESSEE

EAST TENNESSEE

AUGUST:2006

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Sales Tax Holiday Amount

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## Sales Tax Holiday Review

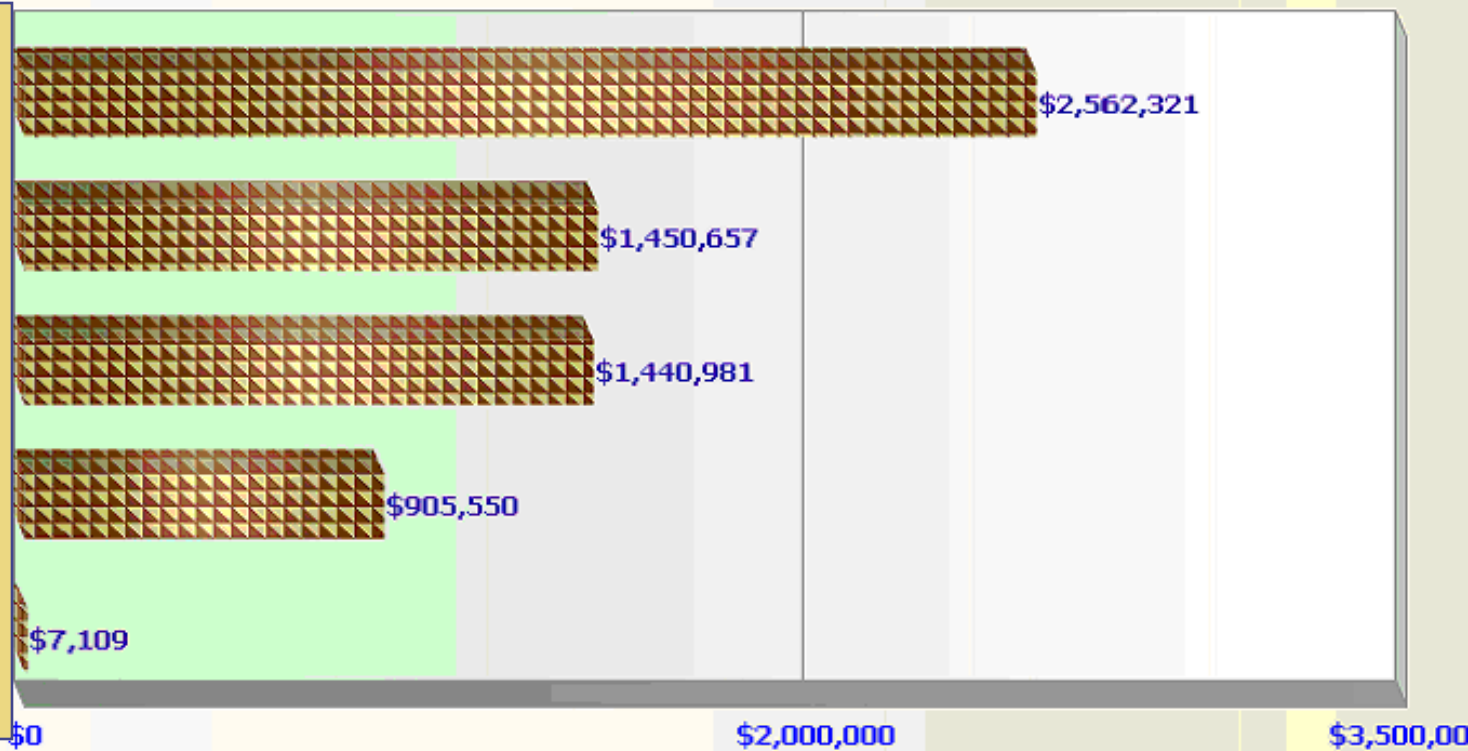
Top 5 Taxpayers by Region

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Sales Tax Holiday Amount

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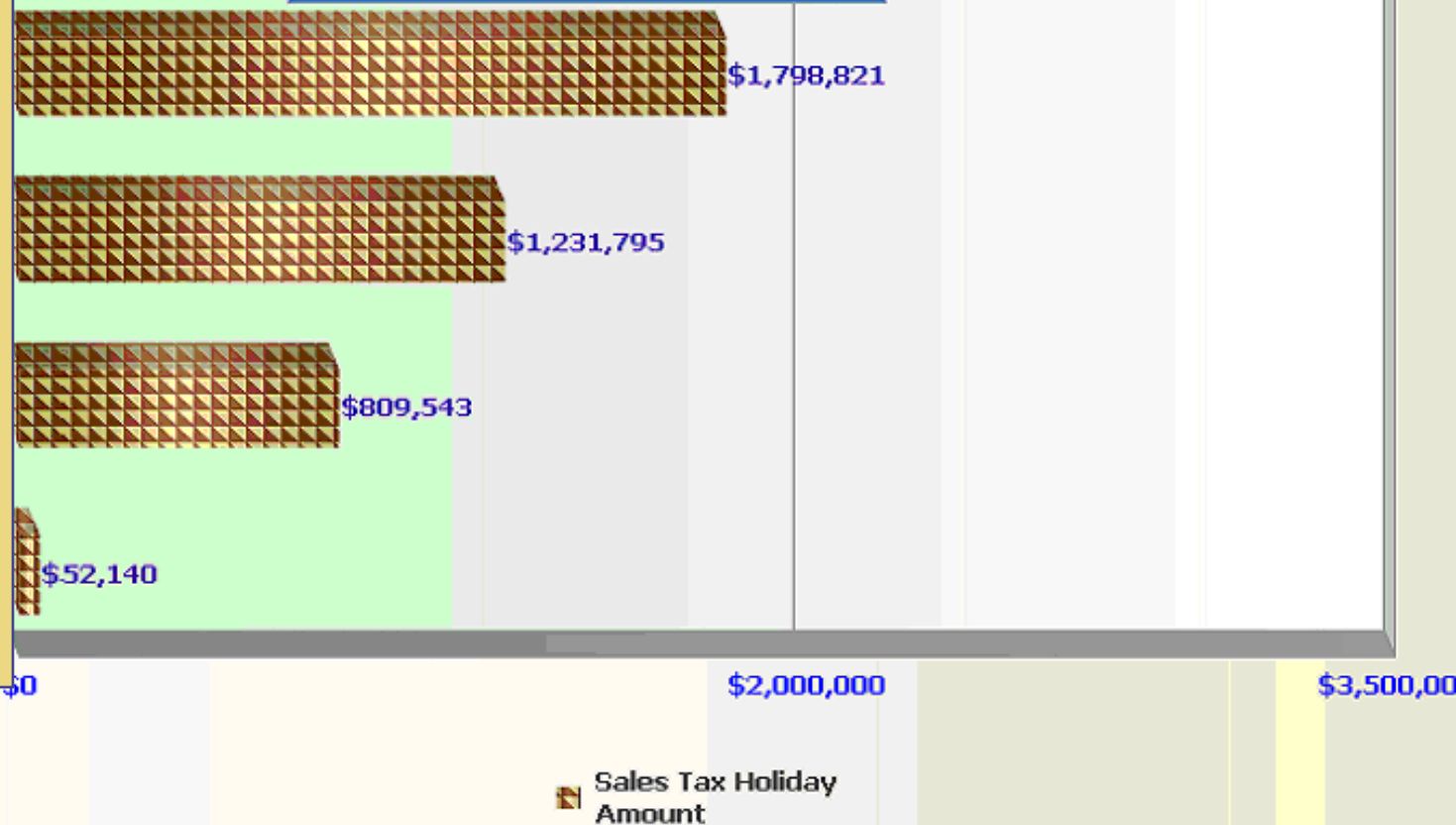
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WEST TENNESSEE  
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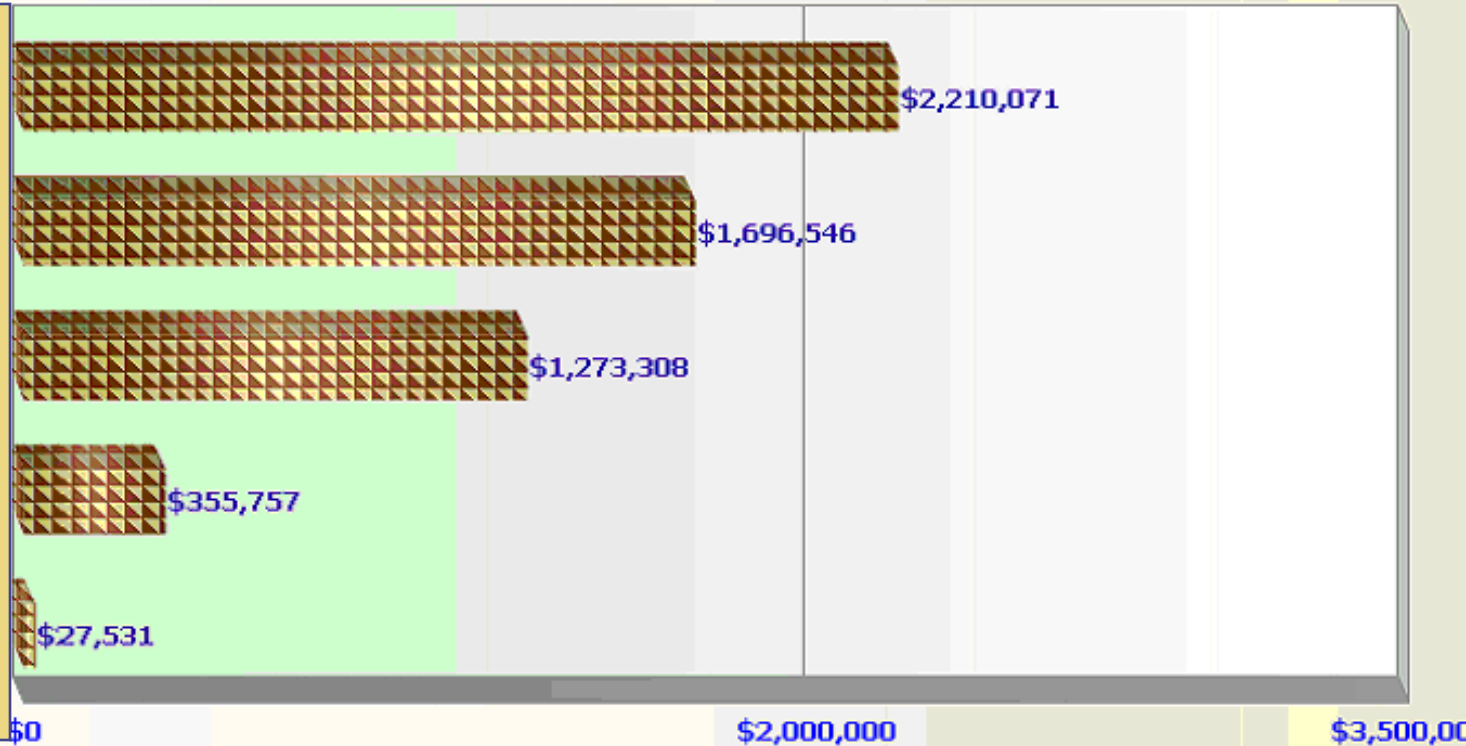
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Sales Tax Holiday Amount

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## Top 5 Taxpayers by Region

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WEST TENNESSEE

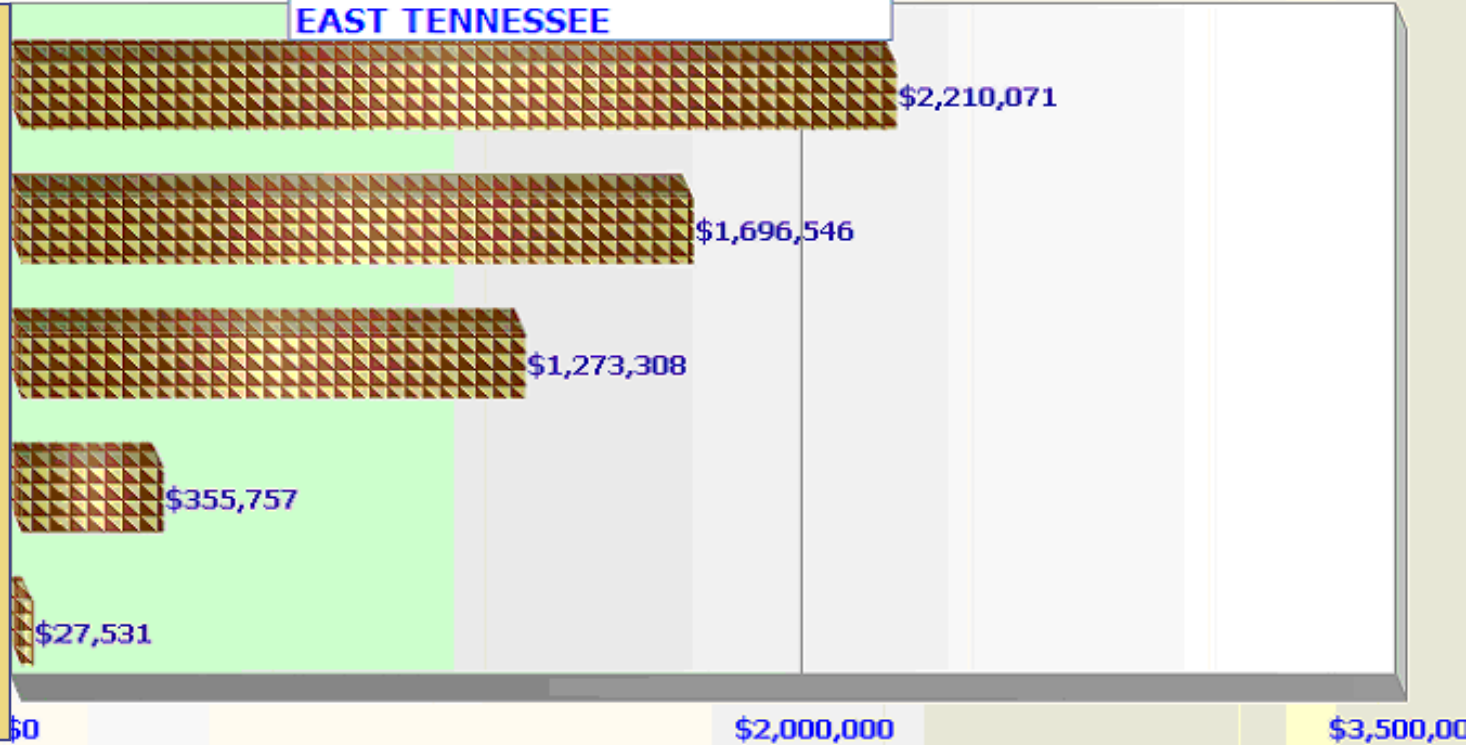
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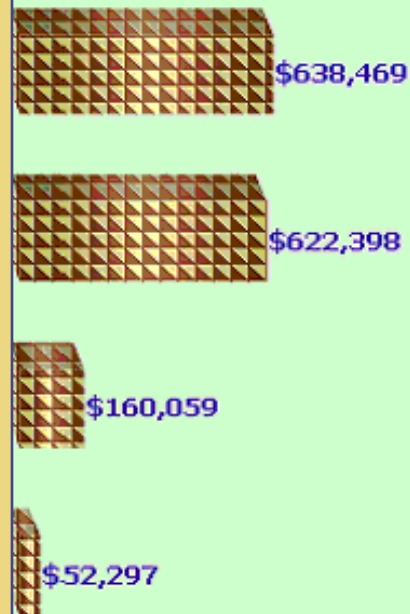
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\$0

\$2,000,000

\$3,500,000

Sales Tax Holiday Amount





# Business Intelligence

## Q&A

***Thank You***

**For Coming**

**Hope This Was Beneficial**