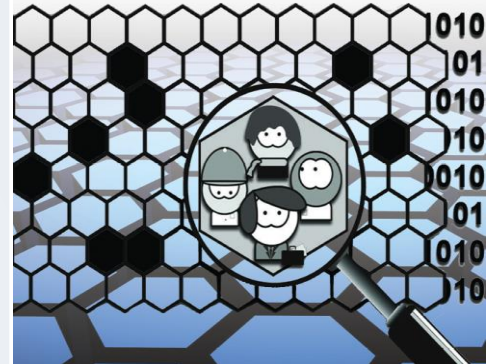# BI Roles & Skills

Introduction

A BI team should have both Technology-oriented staff and those individuals (business-oriented staff) who can view "the big picture," but are also able to "think out of the box" and be creative enough to ask different questions.

Technology Oriented

Candidates should exhibit mastery of the current infrastructure, and have the skills needed to draw out the business intelligence to be gained through linking the established technology, adding new functionality, deploying integration applications or initiating other IT efforts.

Technical Skills

- BI tools and technologies (Cognos, BO etc.) — understanding, development, deployment, support and maintenance of diverse business tools and technologies (such as analytic applications, corporate performance management, data mining, reporting or custom business intelligence applications).

- SQL programming, DBMS: Oracle, Sybase, Data Mining and Statistical tools Expert (Clementine, SPSS, Minitab etc.) and knowledge of a CRM platform (as Siebel MKT or other.)

- Data quality — Creation of an Internal Audit Mechanism to monitor data arriving (Target System) from various external sources (Source System) using certain Key Performance Indicators (KPIs) on a daily basis in order to early identify problems and act upon them.

- Data integration — skills and experience with deploying and using data integration tools to implement data acquisition, transformation, movement and delivery.

- Database architecture — ability to create and design databases' architecture loading data from various data sources (such as data warehouses, billing systems, CRM platforms etc.).

- Information architecture — establishing the principles by which data management and content management activities can be executed, and establishing the goals, objectives and standards of the organization's information architecture. The architect should be able to provide diverse options to address a need based on budget, time and resources.

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- Data modelling — the ability to create, document, reconcile and maintain logical and physical models, reflecting the state and use of data across the business.
- Project management — experience of running and coordinating strategic IT projects that include both internal resources and outsourcing.

Communications and Personal Skills

It is important, even then for technology-oriented staff, the ability to communicate effectively with individuals at all levels and from different departments.

Personal Skills

Strong skills in collaboration, listening and communication.

- Empathy and respect for diverse users at every level of the business.
- Ability to champion new ideas.
- Ability to take a broad view of the many applications and business processes essential to running the business.
- Find opportunities that drive business value (including sourcing and delivery models).

Business-oriented

Analytical Skills

- Ability to understand and analyze all the available data within the business.
- Ability to work with the IT department to help identify data for a specific analysis or application.
- The skills to build the capability for online analytical processing or multidimensional analysis.
- A proven ability to research business problems and create models that help analyzes these business problems.
- The ability to explore the data and discover patterns, meaningful relationships, anomalies and trends.
- Experience in using a palette of techniques, ranging from simple data aggregation via statistical analysis to complex data mining.
- Process and technology fluency with key analytic applications (for example, customer relationship management, supply chain management and financials).
- The skills to train users to transform data into action-oriented information and to use that information correctly.
- Advanced Data mining: ability to use data mining tools (Clementine, SPSS, SAS etc) in order to run complex CRM projects (Segmentation, churn prediction, cross/up selling prediction models using sophisticated algorithms as Logistic regression, neural networks and decision trees)

Technical Skills

High level of SQL programming and DBMS: Oracle, Sybase, Expert in Data Mining and Statistical tools (Clementine, SPSS, Minitab etc.) and High level knowledge of a CRM platform (as Siebel MKT or other.)

Communications Skills

The ability to communicate effectively with individuals at every level of the company can lend the credibility needed to promote the company's adoption of the BI, its mission and its efforts. In addition, a major issue in support of business intelligence is the user adoption and use of business intelligence information, and the cultural and business transformation that it may help drive.

- Ability to present to executives that business intelligence (processes, practices and technologies) plays a critical role in improving business management, optimization and competitiveness.
- Communicate to IT people the important role of user- and process-oriented applications that form part of a business intelligence strategy.
- Encourage collaboration between IT staff, business users and information analysts.
- Communicate across lines of business to ensure that new applications integrate and comply with business intelligence governance and architecture.
- Help management, IT and business people understand that supporting business intelligence initiatives needs a flexible and reliable architecture — not just technology — to be successful.
- Demonstrate to IT people that business users may need multiple BI technologies, tools and applications to meet their varied analytical and work-behavior needs.

Personal Skills

- Strong skills in collaboration, listening and communication.
- Empathy and respect for diverse users at every level of the business.
- Ability to champion new ideas.
- Ability to take a broad view of the many applications and business processes essential to running the business.
- Find opportunities that drive business value (including sourcing and delivery models).
- Ability to take a broad view of the many applications and business processes essential to running the business.
- Fostering user interest and adoption.

CUSTOMERS-DNA