Congrès de l'APLIUT 2018 – Toulouse – SWAP SHOPS

Activity : Pairwork Speaking – "Business Intelligence"

Alison Leonard / Dépt STID (STatistique et Informatique Décisionnelle) / IUT de Vannes / alison.leonard@univ-ubs.fr

Objective: to learn about business intelligence, to acquire the related vocabulary and to practice pronunciation, comprehension and spelling

Materials:

Worksheets for Student A & Student B

The Activity (about 30-45min):

Students take turns reading/dictating paragraphs to each other (encourage them to pronounce clearly and to repeat/spell words and not to use French) to complete the text.

Then they look up translations for the list of vocabulary terms at the end of the text.

<u>Business Intelligence</u> **STUDENT A**

1 **Business intelligence** (**BI**) is the _________ of techniques and tools for the transformation of __________ ______________ into meaningful and useful information for business analysis _______________. BI technologies are capable of _________________ large amounts of _____________________ data to help identify, develop and _________________ create new strategic business opportunities. The ___________ of BI is to _____________ for the easy interpretation of __________ ___________ volumes of data. Identifying new opportunities and _____________________ an effective strategy based on ______________ can provide businesses with a competitive market advantage and _________-_________ stability.

2 BI technologies provide historical, current, and predictive views of business operations. Common functions of business intelligence technologies are reporting, OLAP (online analytical processing), analytics, data mining, business performance management, benchmarking, text mining, and predictive analytics.

3 BI can be used to support a ___________ _______________ of business decisions _________________ from operational to strategic. Basic operating decisions ________________ product _________________ or _____________. Strategic business decisions include priorities, goals and directions at the ________________ _____________. In all cases, BI is most effective when it combines data _____________ from the market ____ ____________ a company operates (external data) with data from _________________ _____________ internal to the business _________ ____ financial and operations data (internal data). When combined, external and internal data can provide a more complete ____________ which, in effect, creates an "intelligence" that cannot be derived by _______ singular ______ of data.

4 **<u>History</u>:** The term business intelligence was used in a 1958 article by IBM researcher Hans Peter Luhn and in 1989 Howard Dresner (later a Gartner Group analyst) proposed BI as an umbrella term to describe "concepts and methods to improve business decision making by using fact-based support systems." It was not until the late 1990s that this usage was widespread.

5 **<u>Business intelligence and data warehousing</u>:** Often BI applications use data __________________ from a data warehouse or a data mart.

Intelligence ____________ are based on the use of an intelligence information system ____________ _____ _________________ with different data _________________ from production data, information concerning the company or its environment and economic data. Data warehouses or data marts are used in the process of extracting data for decision-makers.
The concepts of BI and DW sometimes _____________ as BI/DW or as BIDW. A data warehouse ________________ a copy of analytical data that facilitates ________________ ______________.
A tool called ETL (Extract, Transform and Load) is ______________ responsible for extracting data from different sources, _______________ them ____ and _______________ them ______ a data warehouse.
Finally, analytic intelligence tools make it possible to model the representations on the basis of ____________ to create border tables, this is called reporting.
The term business intelligence is often _________ ____ a synonym for competitive intelligence or business analytics.

6 **<u>Benchmarking</u>** is the process of comparing one's business processes and performance metrics to industry bests or best practices from other companies. Dimensions typically measured are quality, time and cost. In the process of best practice benchmarking, management identifies the best firms in their industry, or in another industry where similar processes exist, and compares the results and processes of those studied (the "targets") to one's own results and processes. In this way, they learn how well the targets perform and, more importantly, the business processes that explain why these firms are successful.

7 *(The term benchmarking was __________ used by ____________ to _____________ people's feet for shoes. They would place someone's foot on a "___________" and mark it out ___ ___________ _______ ________________ for the shoes.)*

In management information systems, a **dashboard** is "an _________ ___ __________, often ___________ ____________, real-time user interface, showing a ________________ presentation of the ____________

8	status (snapshot) and historical trends of an organization's key performance indicators to __________ instantaneous and informed decisions ___ ____ ________ at a glance." More simply, "dashboard" is another name for "progress report" or "report." Often, the "dashboard" is displayed on a web page that is linked to a database which allows the report to be constantly updated. For example, a manufacturing dashboard may show numbers related to productivity such as number of parts manufactured, or number of failed quality inspections per hour. Similarly, a human resources dashboard may show numbers related to staff recruitment and composition, for example the number of open positions, or average days or cost per recruitment.

<u>Find the French translation for these words from the text:</u>

raw data
to handle
to implement
insights
broadest
usage
widespread
warehouse
to extract
to supply
decision-makers
to load
queries
cobblers
a bench
a pattern
a snapshot
to enable
a glance

<u>Business intelligence</u> **STUDENT B**

1 **Business intelligence (BI)** is the set of techniques and tools for the transformation of raw data into meaningful and useful information for business analysis purposes. BI technologies are capable of handling large amounts of unstructured data to help identify, develop and otherwise create new strategic business opportunities. The goal of BI is to allow for the easy interpretation of these large volumes of data. Identifying new opportunities and implementing an effective strategy based on insights can provide businesses with a competitive market advantage and long-term stability.

2 BI technologies _______________ ________________, current, and _______________ views of _______________ operations. Common functions of business intelligence technologies are reporting, OLAP (_____________ __________________ ___________________), analytics, data _____________, business performance ___________________, ___________________, text mining, and predictive _________________.

3 BI can be used to support a wide range of business decisions ranging from operational to strategic. Basic operating decisions include product positioning or pricing. Strategic business decisions include priorities, goals and directions at the broadest level. In all cases, BI is most effective when it combines data derived from the market in which a company operates (external data) with data from company sources internal to the business such as financial and operations data (internal data). When combined, external and internal data can provide a more complete picture which, in effect, creates an "intelligence" that cannot be derived by any singular set of data.

4 **<u>History</u>:** The term business intelligence ________ ___________ in a _________ article by IBM _________________ Hans Peter Luhn and in _________ Howard Dresner (later a Gartner Group analyst) proposed BI as an ______________ _________ to describe "concepts and methods to improve business decision making ____ __________ fact-based _____________ systems." It was not until the _______ 1990s that this ___________ was __________________.

5 **<u>Business intelligence and data warehousing</u>:** Often BI applications use data gathered from a data warehouse or a data mart.

Intelligence tools are based on the use of an intelligence information system which is supplied with different data extracted from production data, information concerning the company or its environment and economic data. Data warehouses or data marts are used in the process of extracting data for decision-makers.
The concepts of BI and DW sometimes combine as BI/DW or as BIDW. A data warehouse contains a copy of analytical data that facilitates decision support.
A tool called ETL (Extract, Transform and Load) is therefore responsible for extracting data from different sources, cleaning them up and loading them into a data warehouse.
Finally, analytic intelligence tools make it possible to model the representations on the basis of queries to create border tables, this is called reporting.
The term business intelligence is often used as a synonym for competitive intelligence or business analytics.

6 **<u>Benchmarking</u>** is the ____________ of _______________ one's business processes and performance metrics to industry _________ or best practices from other companies. Dimensions typically ________________ are ___________, __________ and __________. In the process of best practice benchmarking, management identifies the best firms in their industry, or in another industry ___________ ______________ _______________ ______________, and compares the results and processes of those studied (the "targets") to one's own results and processes. In this way, _________ ____________ ________ ___________ the targets perform and, more importantly, the business processes that ____________ why these firms are successful.

7 *(The term benchmarking was first used by cobblers to measure people's feet for shoes. They would place someone's foot on a "bench" and mark it out to make the pattern for the shoes.)*

In management information systems, a **dashboard** is "an easy to read, often single page, real-time user interface, showing a graphical presentation of the current status (snapshot) and historical trends of an

8	organization's key performance indicators to enable instantaneous and informed decisions to be made at a glance." ___________ ________________, "dashboard" is another name for "______________ _____________" or "report." Often, the "dashboard" is displayed on a web page that is ____________ _____ a database which allows the report to be constantly ______________. For example, a manufacturing dashboard _________ _____________ numbers related to productivity __________ _____ number of parts manufactured, or number of _______________ quality inspections ______ hour. _______________, a human resources dashboard may show numbers _____________ _____ staff recruitment and composition, for example the number of open positions, or ____________ days or _______ _____ ________________.

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