1. In order to transform data into actionable insights, what do business intelligence professionals work to automate? Select all that apply.

   1 point

   ☐ Processes

   ☐ Iterations

   ☐ Models

   ☐ Information channels

2. Which of the following statements correctly describes the roles of business intelligence engineers versus business intelligence analysts?

   1 point

   ○ Engineers gather requirements from stakeholders; analysts apply those requirements to evaluate devices, infrastructures, and information channels.

   ○ Engineers apply their knowledge of large datasets; analysts are responsible for less complex types of intelligence.

   ○ Engineers create data visualizations, dashboards, and reports; analysts present their findings to team members.

   ○ Engineers design, configure, implement, and improve tools; analysts use those tools to retrieve, organize, and interpret data.

3. Fill in the blank: To enable disparate _____ to communicate, business intelligence professionals integrate them using an application programming interface.

   1 point

   ○ data repositories

   ○ databases

   ○ file managers

   ○ computer programs

4. Fill in the blank: The primary reason business intelligence professionals collaborate with the _____ department is to maximize the company's software and hardware.

   1 point

   ○ project management

   ○ information technology

   ○ data analysis

   ○ data warehousing

5. Which of the following statements accurately describe what data analytics and business intelligence professionals do when working to achieve higher levels of data maturity? Select all that apply.

   1 point

   ☐ Business intelligence analysts build data-reporting tools and dashboards for continuous monitoring.

   ☐ Data analysts solve business problems by examining data through a specific topic or subject-matter lens.

   ☐ Business intelligence analysts ensure reporting tools are practical and efficient.

   ☐ Both use data to answer questions about what happened.

6. A business intelligence professional is working for a local photography business. In which business intelligence stage might they access a spreadsheet that contains data about a seasonal marketing campaign?

   1 point

   ○ Monitor

   ○ Capture

   ○ Analyze

   ○ Report

7. What events might occur during the monitor stage of the business intelligence process? Select all that apply.

   1 point

   ☐ Decision-makers are given business insights through a dashboard.

   ☐ A company transforms data in order to investigate more deeply.

   ☐ Information channels provide data that reveals a business opportunity.

   ☐ A company uses automated processes to transform data into intelligence.

8. Business intelligence strategy is the management of the people, processes, and tools used in the business intelligence process. What are some key considerations with regard to the people part of this concept? Select all that apply.

   1 point

   ☐ Getting feedback from people with diverse perspectives

   ☐ Deciding who is responsible for business intelligence governance

   ☐ Documenting everything that has been learned

   ☐ Understanding the vision for the business intelligence process

9. Fill in the blank: To get clear directions when navigating a database, business intelligence professionals use _____, which organize data elements and how they relate to one another.

   1 point

   ○ data visualizations

   ○ pipelines

   ○ dashboards

   ○ data models

10. What business intelligence process involves gathering data from source systems, converting it into a useful format, and bringing it into a unified system?

    1 point

    ○ ETL

    ○ Dashboard

    ○ Data visualization

    ○ Data models

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