



<Information Product Name>

Business Intelligence Information Product



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1. <Information Product Name>

1.1. Summary

Description

Brief overview of this Information Product.

<Provide visibility of the financial health of the organisation to the senior leadership team on a daily basis and at a glance>

Outcomes

List of expected business outcomes which will be achieved using this Information Product.

- <Improve throughput by reallocating resources in a more effective way, reducing costs>
- <Producing customer statements in a more efficient way, reducing cost>
- <Identifying new markets to enter, increasing revenue>
- <Monitoring the financial health of the organisation in a more efficient way, reducing costs>
- <Increasing revenue by targeting specific customer>
- <Forecasting revenue to enable cashflow to be better managed, reducing cost>
- <Identifying fraudulent transactions to reduce organisational brand risk>

Business Questions

List of business questions which can be answered using this Information Product.

- <How many invoices are overdue?>
- <What is the total value of the invoices overdue?>
- <How much cash will the organisation have in the bank at the end of today?>

Focus

Which of the four Business Intelligence visualisation content styles are relevant for this Information Product.

- <Operational Content>
- <Exploration and Analysis>
- <Management Visualisation>
- <Analytical>



Pattern

Which Visualisation patterns will be used by this Information Product.

- <Scorecard>
- <Dashboard>
- <Discovery Dashboard>
- <List Report>
- <Pixel Perfect>
- <Alert>
- <File Extract>

Frequency

How often does data need to be refreshed for this Information Product.

- <xx Minutes, Hourly, Daily, Weekly, Monthly>

Priority

What is the priority of this Information Product.

- <Priority 1, Priority 2, Priority 5, Priority 4, Priority 5>

1.2. Personas

Who are the target users of this Information Product.

- <Consumer>
- <Report Author>
- <Analyst>
- <Advanced Analyst>
- <Team Manager>
- <Senior Manager>
- <External Audience>

1.3. BI Capabilities

Describes the capabilities from the Business Analytics platform required by users of the Information Product.

<Visualisation>

- <Multiple graph objects on single screen>
- <Styled with corporate finance brand>

<Distribution>

- <View on Screen>
- <Print>
- <Email>



Features

- <Interactively filter information that is displayed>
- <Drill down to individual transaction>
- <Drill out to transaction in system of record screen>
- <Ability to export to excel or pdf>

1.4. Data Driven Business Events

Describes the business events that capture data which are required to be available within this Information Product.

The business events that provide data to this scenario are:

- <Customer Orders Product>
- <Warehouse Staff Dispatch Order>
- <Courier Driver Delivers Order>

1.5. Workflow Scenario

Describes the potential workflow of the data and the storyboard/wireframes for the user interaction, for the given Information Product.

Visual Flow

Describes the potential options for the user experience with the Information Product.

Y-Frame-1

Y-Frame-2

• Description 1	• Description 2
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Interaction Stories

List the actions user will perform including accessing and viewing of information.

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2. Appendix – Scratch Pad Notes

A place to put notes that can added to section later.

The following notes were taken during the workshop:

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