Translating Business Needs into BI Solutions

Part 1: Office Roleplay Dialogue

Scenario: An Intelligence Analyst, Rina, is meeting with the Sales Department Head, Mark, to discuss **business needs** and how to design an effective **BI solution**.

Mark: Hi Rina, thanks for meeting with me. We need better insights into our sales trends.

Rina: Of course! Let's start with **requirements gathering**. What specific **business needs** are you focusing on?

Mark: We need to track regional sales performance and customer buying patterns more efficiently.

Rina: Got it. I'll work on a **solution design** that integrates real-time data with automated reports.

Mark: That sounds great. Will this require input from other departments?

Rina: Yes, I'll coordinate with **cross-functional teams**, including Finance and IT, to ensure smooth integration.

Mark: I appreciate that. What kind of BI tools are you planning to use?

Rina: We'll use dashboards and predictive analytics to support **collaboration** between teams.

Mark: Excellent. When can we expect the first prototype?

Rina: If everything goes as planned, I should have a basic model ready by next month.

Mark: Perfect! Looking forward to seeing how this will improve our decision-making.

Part 2: Comprehension Questions

1. What is the main goal of the meeting between Rina and Mark?
(A) To create a new marketing campaign

(B) To organize an office event

(C) To schedule employee training sessions

(D) To discuss business needs and design a BI solution

2. What business need does Mark want to focus on?
(A) Tracking regional sales performance and customer buying patterns

(B) Improving warehouse storage capacity

(C) Hiring more employees

(D) Reducing office expenses

3. What does Rina say she will do to ensure smooth integration?
(A) Work alone to finish the project

(B) Ignore other departments' input

(C) Coordinate with cross-functional teams

(D) Outsource the entire project

4. When does Rina expect to have the first prototype ready?
(A) Tomorrow

(B) Next month

(C) In one year

(D) She does not mention a timeline

Part 3: Key Vocabulary Definitions in Japanese

1. **Collaboration (コラボレーション・協力)** – 異なるチームや部門が協力して作業を行うこと。

2. **Requirements Gathering (要件定義)** – プロジェクトの目的や必要な機能を明確にするプロセス。

3. **Business Needs (ビジネスニーズ)** – 企業が目標を達成するために必要な情報や機能。

4. **Solution Design (ソリューション設計)** – ビジネスの課題を解決するためのシステムやツールの設計。

5. **Cross-Functional Teams (クロスファンクショナルチーム)** – さまざまな部門のメンバーで構成されるチーム。

Part 4: Questions & Correct Answers

1. **What is the main goal of the meeting between Rina and Mark?**
   ✅ (D) To discuss business needs and design a BI solution

2. **What business need does Mark want to focus on?**
   ✅ (A) Tracking regional sales performance and customer buying patterns

3. **What does Rina say she will do to ensure smooth integration?**
   ✅ (C) Coordinate with cross-functional teams

4. When does Rina expect to have the first prototype ready?

✅ (B) Next month