



Internal Business Intelligence Assignment

(Taken from the [“Business Research Essentials” courseware](#) by Stromp & Aboufadel)

Interview someone who is in a managerial or director role at a company of your choice.

Take notes or record the discussions if the interviewee grants permission. Make clear that the purpose is to learn more about their experience with internal business intelligence, which is defined for this class as the use of 1) internal databases and 2) internal secondary research (i.e., past primary research studies).

A discussion with the manager or director should include answers to the following questions:

- What internal data do you collect on a regular basis that helps you make decisions at your organization?
- How are these data stored?
- How are these data analyzed?
- Who analyzes these data?
- What business decision can you share that was made with the use of internal data?

In a video or written paper, recap the interview with the manager or director. If working in groups, one video or summary may be submitted per group. Provide commentary that reflects and expands on the findings in the interview.

Areas of reflection should include:

- Which data elements mentioned were from internal databases versus internal secondary sources?
- Software or storage techniques mentioned that you weren't previously aware of.
- Thoughts or surprises regarding the role(s) responsible for analyzing business intelligence.
- What other business decisions could you see this company making using the same or similar data?



Internal Business Intelligence Assignment Assessment

The assessment portion is up to your discretion as the instructor and is not available to students.



Students can complete this assignment individually or in groups.



Estimated completion time: 3-7 days

REQUIREMENTS FOR FULL POINTS	POINTS POSSIBLE
<p>Provides an interview summary that thoroughly covers all required components:</p> <ul style="list-style-type: none">• List of internal data sources (5 points)• Data storage software (5)• Analysis techniques (5)• Job titles of those who analyze internal business intelligence (5)• Business decisions made with internal business intelligence (5)	25
<p>Provides interview commentary that reflects on the following components:</p> <ul style="list-style-type: none">• Demonstrates understanding of which components were internal databases vs. internal secondary research (5)• Comments on software or storage techniques (5)• Comments on the role(s) responsible for analyzing business intelligence (5)• Provides other business decisions that could be made using the data available (5)	20
<p>Demonstrates college-level writing; no grammar issues or spelling errors</p>	10
TOTAL POINTS	55