



Faculty of Management Sciences

Human resources Management

MGT300N Job Analysis Project

Job title: Business Intelligence Analyst

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1. Job Analysis:

1.1 Introduction about the job:

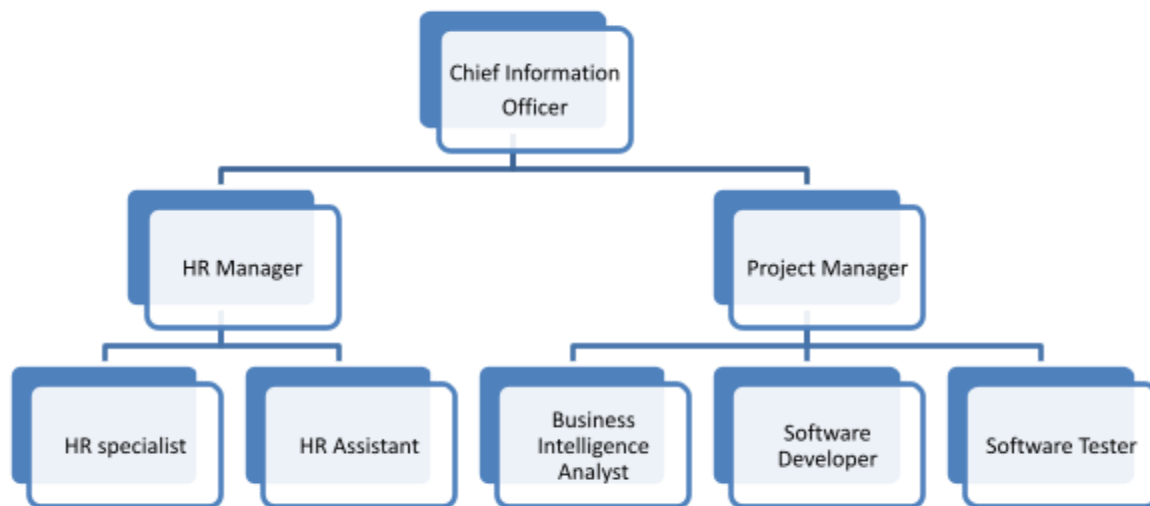
The demand for data analytics is increasing in the organizations and it's becoming more diverse and complex. Organizations need to use data in an efficient way to reach patterns. The role of business intelligence analyst is to make dashboards and reports to facilitate the decision-making process. Working in the data analytics field requires important soft skills and great knowledge in the usage of digital tools that's when the business intelligence analysts are required. There is great need in the market to achieve business value generated from the insights. Nowadays, the trend is to increase amount of the data collected. That's why the role of the business analyst is becoming important. There are new emerging software programs that assist the business analyst in analysing the data. The aim of the business intelligence analyst is to discover patterns and identify solutions & objectives that will lead to improvement of the company financially. In addition, the business analyst can help the top management in improving their decision making process. It is required from the business analyst mix of soft and technical skills in order to engage with IT department and top managers.

1.12 Company Introduction:

Microsoft is a multinational American corporation that was founded by bill gates and Paul Allen on April 4, 1975. That produces computer operating systems, software programs, electronics and personal computer & tablets Microsoft offers the most famous operating system in the world which is Microsoft windows. There are many existing versions of Microsoft windows such as widows 7 & window 8. Microsoft offers many products such as Microsoft windows, Microsoft office programs and Microsoft Apps. It is considered one of the Big five companies in the U.S. information technology industry. Also, Microsoft is considered as dominant company in the gaming sector. Microsoft launched Xbox that had great share in the

gaming sector. Last version of Xbox which is Xbox 360 which is released in 2013 that made a great success and huge profits. It has places and offices around the world one is located in Egypt in smart village Cairo/Alex desert road. Around 181,000 people work in Microsoft 60% of them is in the U.S alone

Department Chart:



1.2 Methods of collecting sources:

There are many used various methods in order to collect & gather data related to Business intelligence analyst role such as interviews, questionnaires and observations. The interviewing method is the main method used for our research. The interview is a method used in order to do a job analysis of specific role. The advantage of the interviewing method is that we will be able to know the job description of the business analyst. In addition, Top management will be able to know how the company can rely on the business analyst. We try to answer the most common questions asked about the business analyst role. So, the interview enabled us to ask questions more directly and provided us with useful information from trusted source of knowledge and expertise. The disadvantage of using the interviewing method is that it requires too much time in order to get the enough information about the role. In addition, the interview requires critical thinking about the questions asked to be able to ask the right questions. This job analysis gives more clear understanding about the nature and the context of the job. The aim of the interviewing method is to collect data to analyse the nature of the job. The interviewing method will depend on three types which are the individual, group and supervisor interview. Each one of them will provide new perspective about the business intelligence analyst job. That is, the importance of interviewing is that it builds detailed view of information also , because it gives interviewees to “speak in their own voice and express their own thoughts and feelings” (Berg, 2007: 96).

Firstly, the individual interview will be held with senior business intelligence analyst in order to know the main duties & responsibilities that are demanded in this job. In addition, the

individual interview will analyse the main knowledge, skills and abilities required to be qualified in the business intelligence analysis sector. The main advantage of using individual interview is the ability to gain independent opinion from the interviewee without any affection from others. While, the main disadvantage is that individual interviews require more time and arrangements.

Secondly, the group interview that will be conducted with the Software team in the IT department. The objective is to know the importance of the business intelligence analyst role in the software team. Moreover, to know the main soft skills needed for the Business intelligence analyst in order to work with the software team members. In addition to, to get knowledge about the software systems needed in the IT department to enable business analyst to cooperate with others in the department. The main benefits of using group interview as method for data collection include knowledge of different perspectives about the job & it can save more time compared to the individual interview. On the other hand, there can be drawbacks including difficult procedures in order to conduct meeting with a team & the interviewer may find it challenging to conduct meeting with the group of people.

The last type of interview which is the supervisor interview. This interview will be held with the chief information officer and chief technology officer. This will provide information about the main characteristics needed in order to represent the software & analysis team in the meetings with Top management. The interview with the supervisors will allow more understanding about the reports and dashboards required from the business intelligence analyst role. The Pros will be analysing tasks & duties of the business intelligence analyst role from the top management perspective. On the other hand, the cons are not having enough knowledge about the role from the supervisor & getting unrealistic view about the job.

Another method we could use is questionnaires. Questionnaire is a method that is used to gather information from specific persons. There are two formats of questionnaires which are structured and unstructured questionnaires. The structured questionnaire depends on questions that are arranged and well prepared before the interview. Unlike, the unstructured

questionnaire, which consists of not prepared & not arranged questions that are introduced to the respondents. The structured questionnaires will be the second main method for data collection in the research. The main advantage of using structured questionnaires is that it saves time and considered as one of the most efficient way to collect data from the respondents. While, the disadvantages are that making questionnaires can be expensive and require critical thinking in establishing the questions for the respondents.

1.3 Sources of data collection:

There are four sources of collecting information that can be used in that research and they are Job analyst, job incumbent, supervisors and Subject Matter Experts. Our research will mainly discuss two sources, Subject Matter Expert (SME) and supervisors. Subject Matter Expert (SME) is the main source of collecting information used for our research. 'Subject matter experts, or SMEs, own the knowledge and expertise that is the backbone of software and the foundation of digitalization' (Voelter, 2021). The subject matter expert is important factor for knowing what is expected from the business intelligence analyst to do.

Generally subject matter expert is proved to be an easy process for changes that must be done, since subject matter expert are highly stressed because the increased responsibility towards up-to-date new technology. The advantage for subject matter expert is the ability to improve the workflow & collaboration between the team, the ability to generate content that could be used as valuable reference and helping companies the achieve their best results without paying high cost. While disadvantages of using subject matter expert as source for data collection are too much specialization in specific niche, not having awareness about the whole scope and difficulty of having communication with different departments. Examples of subject

matter experts that can be used include senior business intelligence analysts, recently promoted as project managers.

Moreover, another source of collecting information that can be used as business intelligence analysts is supervisors. Supervisors is a person that has a high rank in an organization specifically in the top management. The main benefits of having supervisors include those supervisors assist business intelligence analysts in achieving their goals in a more effective and efficient way as well as supervisors can allow business intelligence analysts in developing their management and leadership skills.

1.4 Job Description:

Business Intelligence Analyst Job Description	
Job title: Business Intelligence Analyst	
Work Location: Smart Village, kilo 28, Cairo/ Alex desert road, abo rawash, Cairo, Egypt (Microsoft Egypt)	
Division/Department: IT Department	
Reports to: CIO and The Project Manager	
☐ Full-time	

Overall Job Purpose

Analyse the data and conduct reports using analytical and technical skills. In addition to, defining the business requirements to establish tools that allow collaboration between different departments. The main purpose is to connect the IT department and Business department to fill the gap between them using data analytics and Dashboards.

Essential Duties and Responsibilities:

- Identify the functional requirements to make system that ease the decision-making process for the top management.
- Develop case studies and scenarios to establish information system that allows interaction between different departments
- Develop reports and dashboards that enable generating insights to the top management.
- Document Use cases and Scenarios to establish systems. In addition to, conducting business process modelling with the management team
- Conduct meetings with managers and users outside the site to collect the system requirements to ensure the facility of collecting the ideas and requirements.
- Supervise the location of data to the data storeroom
- apply new data analysis methods
- Build frequent report and console answers to connect key performance pointers to the business.
- Grind with multiple teams, including but not limited to: marketing, finance, operations, and I.T.
- Represent the software & analysis team in meetings with Top management to discuss about issues and objectives regarding the system
- Collect and analyse business objectives and processes and recommending them to the software developers and testers in order to achieve the implementation phase in Software development life cycle.

- Cooperate with software Team members in analysing & gathering data
- Experience with software programs such as Microsoft Excel ,SQL , Tableau

Job Specification

Knowledge

- Business Analysis and Design – Knowledge of use case models and logical design of the functional requirements of the system.
- English Language and research writing – Knowledge of advanced level of English language (B2 level) and knowledge about the basics of research writing.
- Math and Science – Knowledge of mathematics is required in order to be able to solve problems in the organization and its very essential.
- Business Administration and Management – Excellent knowledge in business and management concepts including strategic planning, business terms and definitions etc.
- Programming Language – Expert with the programming language tools that we use nowadays such as Python, Visual Basic, C++ etc.

Skills:

- Technology System Analysis – Should be able to analyse systems and finding out how a system should work and how will it affect the company in the future.
- Problem Solving – Should be able to notice a problem and find the right or proper solution for the problem faced.
- Communication – One of the most significant skills needed is being able to communicate with others effectively and efficiently.

- Essay writing – Should be skilled in writing effectively and being able to write comprehensive essays.
- Data Analysis – The majority of business intelligence analyst skills are concerned with leveraging data, you must be adept at analysing a variety of data sources.

Abilities:

- Written Comprehension — The ability to recite and comprehend data and thoughts presented in writing.
- Handling Conflicts – The ability to handle conflicts and problems and the ability to solve them.
- Inductive Reasoning — The ability to chain fragments of data to form overall instructions or assumptions (includes finding a connection among apparently unconnected events).
- Oral Comprehension — The ability to pay attention to and recognize data and thoughts obtainable through spoken words and sentences.
- Oral Expression — The ability to connect data and thoughts in speaking so others will understand

Education and/or Work Experience Requirements:

•Education:

- A Bachelor degree in Business or any of the following fields: mathematics, computer science, management, accounting, statistics.
- Master of Business Administration is required.
- Training and certifications in excel.

•Experience:

- Minimum 3-4 years' experience.

Work Context:

- Office Hours
 - From 8 am to 6 pm.

- **Work Setting**

- Requires working in a very quiet condition.

Pace and Scheduling

- Ability to meet deadline specifications.

- **Responsibility for Others**

- **Responsible for insights generated from the analysis.**

Employee Name:

Employee signature:

Key Performance Indicator:

Business Intelligence Analyst KPIs		
KPI	Actual	Target
1. Quality of Reports & Dashboards: ● Feedback from Top Management about the reports & dashboards generated by BIA that generate insights about main issues of the system such as efficiency of the system ● This is done by evaluating the Top Management's comments about dashboards and reports based on quality of the data analysed.		Weekly detailed report & dashboard of Top Management's main issues inside the system
2. Quality of scope Document and Requirements, plus Analysis Documents: ● The BIA generates many project documents like the scope document, requirements document and analysis documents which forms a basis for future		Monthly check on quality and clarity of BIAs documents and completed tasks.

The documents can be evaluated for quality and rework. The BIA can be evaluated depending on how clear the document was to the development and test team to do their tasks.		
3. Number of Weekly meetings with Software Team: • Discuss the Main objectives and process with software development Team in order to know which objectives are applicable • Discuss with software testers about the main problems in the testing phase based on the business objectives		Attendance of at least 3 meetings per week with software developers & Testers
4. Presentation skills with Top Management: • Present to the top management the main issues and objectives of current projects existing in the system		Conducting at least one presentation each week with the top management
5. Time and cost reduction in business processes • If the client has managed to achieve cost and time saving, some credit can be		weekly check on clients cost and time savings.

attributed to the BIA as he was the one who recommended the solution.		
6. End user satisfaction End users can be interviewed to get a feedback on the user manual developed by the BIA, training given by the BIA and if the new solution has helped them in their work.		Monthly report of end users' satisfaction and comments.
7. Team satisfaction Developers, Testers, QAs, and project managers can be interviewed to find out how effective the BIA was in explaining the solution, writing the project documents, and interacting with the client.		Monthly report from the team about the BIA's performance.
8. Application of policy of the company regarding communication with software team. Evaluation based on HR manager report regarding commitment of the BIA to the policy of the company		The BIA should be committed by 80 % at least by the policy of the company

2.1 Job Advertisement:



**BUSINESS
INTELLIGENCE
ANALYST**

**MICROSOFT
EGYPT**

Email address:
Microsoft.Egypt@gmail.com
Phone number: +202 16880

Requirements:

A Bachelor degree in Business or any of the following fields: mathematics, computer science, management, statistics

Minimum 3-4 years' experience

- . Required experience in several programming languages including python, java ,C++.
- . Must have experience with Microsoft word, Microsoft excel and Microsoft powerpoint.
- .must have MBA or similar degrees.
- .preferably having one or more languages such as French or Italian

- DUTIES & RESPONSIBILITIES:

- .Apply new data analysis methods
- .Build frequent report and console answers to connect key performance pointers to the business.

About US: Microsoft is a multinational American corporation that was founded by bill gates and Paul Allen on April 4,1975. That produces computer software, consumer electronics and personal computer world famous software is Microsoft windows which is the main line of operating system

2.2 Sources of Recruitment:

Recruiting can be done through referrals, advertisements, interviews, offshoring, employment agencies and through many other ways but the one that stands out the most with its effectiveness in finding the targeted candidate is through internet recruitment. Whether the employer is looking to hire someone within the organisation, which is known as internal recruitment where the employer can post the job offer on the organisation's intranet or whether he wants to hire someone outside of the organisation, which is known as external recruitment. In both cases utilizing the internet in that process with modern day technology and application is... crucial, in a blink an employer can acquire a wide pool of candidates needed to fill that specific vacancy. Online recruitment came out in the mid-90s and was considered a massive revolution in the hiring process, due to how fast the job offer can reach many.

The best recruiting method is job referrals, which is when someone working inside an organization recommends an external potential employee to be hired for a specific vacancy. In the line of work of a BIA (Business Intelligence Analyst) they are more often jumping from one project to another assisting the management teams of different organisations. Organisations use external recruitment with these type of employees as by the nature of the job of a BIA is to work with an organization for specified period or till the task at hand is completed. While depending on an employee's recommendation to hire a potential employee can cause an invalid

recruitment selection, due to the personal relationship between the employee that recommended the “potential employee” as the recommender may exaggerate on the skills and knowledge of the potential recruit. Of course, later during the interview the recommended employee will be unveiled, and the interviewer will realise the recruit’s lack of skill and knowledge to fulfil the job position due to the mal recommendation of the referral while no harm is done but time is wasted in that process and time is money. This type of recruitment is high risk and reward, as the person may or may not be the employee the organisation sought for. (Witte,2018) states his findings in this subject, which is that when utilizing the network with job referrals at can actually eliminate these risks, reinforce labour markets inequalities and stop less socially connected individuals from getting the job.

2.3 Interview Questions:

Interviewer:	Ali Mohamed Abdelemonem Mahmoud			Date of Interview:	/ /2021				
Candidate Name:				Position:	Business Intelligence Analyst				
Scale:	5 – Exceptional	4 – Above Average	3 – Average	2 – Satisfactory	1 – Unsatisfactory				
					Rating				
					5	4	3	2	1
Job Knowledge Question 1- Can you explain the business analysis process briefly? Comments:					☐	☐	☐	☐	☐
Job Knowledge Question 2- Can you list the different tools used in the business analytics and explain the purpose of each tool? Comments:					☐	☐	☐	☐	☐
Job Knowledge Question 3- Clarify the different phases of Software development life cycle (SDLC) Comments:					☐	☐	☐	☐	☐
Job Knowledge Question 4- Explain the difference between software development life cycle and project life cycle briefly? Comments:					☐	☐	☐	☐	☐

Job Knowledge Question 5-Indicate the steps of making use case model to establish specific system?	☐	☐	☐	☐	☐
Situational Question 6-Suppose you are having meeting with difficult manager who has conflict with you. How can you solve this conflict with the manager and do your task? Comments:	☐	☐	☐	☐	☐
Situational Question 7- In case of you have a task to collect software requirements from the top management. What are the steps that you will do in order to facilitate sharing of ideas? Comments:	☐	☐	☐	☐	☐
Situational Question 8- Suppose after revising the functional requirements. The software team realized absence of many important functional requirements. How can you deal with the absence of important functional requirements that are important in the system? Comments:	☐	☐	☐	☐	☐
Situational Question 9- In case of new technology or new approach is demanded in a new project. How can you cope with these new changes or the new technologies? Comments:	☐	☐	☐	☐	☐
Situational Question: 10- In case of existence of error in a dashboard conducted on Microsoft excel. What are the steps should be taken in order to fix the error as fast as you can?	☐	☐	☐	☐	☐
Behavioural Question 11- According to your previous experience, what is the most challenging in dealing with top management? Comments:	☐	☐	☐	☐	☐
Behavioural Question 12- Can you provide us with situation where you had to deal with difficult team members and how you coped with that? Comments:	☐	☐	☐	☐	☐
Behavioural Question 13-Based on your experience, what are the important rules you learned from the conducting meetings with top management to collect functional requirements? Comments:	☐	☐	☐	☐	☐

Behavioural Question 14- According to your experience, what are the most suitable actions you have taken in order to conduct meeting with managers? Comments:		☐	☐	☐	☐	☐
Behavioural Question 15- Can you tell us example of a time you developed use case model highly effective and suitable to the system according to your experience?		☐	☐	☐	☐	☐
Background Question 16- What experience have you had with creating dashboards and reports? Comments:		☐	☐	☐	☐	☐
Background Question 17- What experience do you have with software programming? Comments:		☐	☐	☐	☐	☐
Background Question 18- Have you had problems in dealing with software team members when implementing systems? Comments:		☐	☐	☐	☐	☐
Background Question 19- Have you ever had bad experiences in dealing with Top Management? Comments:		☐	☐	☐	☐	☐
Background Question 20- Have you ever had difficulties in identifying the functional requirements of the system? Comments:		☐	☐	☐	☐	☐
Overall Impression and Recommendation – Comments:		Advance	Advance with reservations	Do not advance		
		☐	☐	☐		
Salary Expectation:						
Availability to Start work:	0-15 Days	15- 1 Month		1-2 Months		
	☐	☐		☐		

2.4 Training Program:

Proposed training program for BIA (Business Intelligence Analyst) is:

Introduction about the training program:

The BIA (Business Intelligence Analyst) training program allows BIA's (Business Intelligence Analysts) to enhance their technical skills needed to create an effective and documented use cases and scenarios to achieve the company strategies. They will understand the concepts of creating a system structure of any organization and how to implement it in the organization environment.

Learning Objectives & Outcomes:

- Statistical analysis to current data
- Decision making process
- Visualisations in reports and dashboards
- Analytics of the business objectives

Reference List

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- Voelter, M. (2021, October). Programming vs. that thing subject matter experts do. In *International Symposium on Leveraging Applications of Formal Methods* (pp. 414-425). Springer, Cham.

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