

Zaid Ahmad Younis

Business Intelligence Analyst
Tableau Desktop Specialist | Alteryx Advanced Certified

The Analyst Mindset

*How to Think Like a BI and Business Analyst
in the Age of Data and AI*



البي/آي



Table of Contents

<i>Foundations of an Analyst</i>	11
Introduction	13
The Cost of Poor Data-Driven Thinking	17
Why I Wrote This Book: Personal Insights	19
A Personal Story from Publishing	19
A Personal Story from Banking	20
The Power of Thinking Like an Analyst	23
Why Analysts Are More Important Than Ever	24
The Analyst Mindset	27
How Analysts Think: Logical, Critical, and Strategic Thinking	29
The Difference Between BI Analysts and Business Analysts	31
Data-Driven vs. Assumption-Based Decision-Making	32
Assumption-Based Decision-Making	33
Key Takeaways	34
Developing an Analyst's Thinking Approach	37
Thinking in Systems: How Data, Business, and Technology Interact	39
Problem-Solving with Data: Identifying Patterns, Trends, and Outliers	40
The 5 Whys and Root Cause Analysis: Asking Deeper Questions	41
Building Hypotheses: How to Think Like a Scientist When Analyzing Data	42
<i>Business Analysis – Theoretical Thinking and Strategy</i>	45
Understanding Business Problems	47
The Nature of Business Problems	49
How to Break Down a Business Problem	50
Business Case Development: How to Justify Solutions with Data	53
Gathering Requirements from Stakeholders	55
Key Takeaways	58
Mapping Business Workflows and Identifying Inefficiencies	63



How Data Influences Decision-Making in Banking and Publishing _____	66
Key Takeaways _____	68
Business Analysis in Banking: Risk, Compliance, and Customer Insights _	73
Business Analysis in Publishing: Audience Targeting and Revenue Models	76
Comparative Analysis: Banking vs. Publishing _____	78
Key Takeaways _____	79

BI Analysis – Technical Thinking and Data Mastery

Understanding Data Structures, Relationships, and ETL Processes _____	85
How Analysts See Business Problems as Data Models _____	89
Key Takeaways _____	93

BI Tools and Techniques _____ 95

Power BI, Tableau, and SQL for Analysts _____	97
Data Visualization Principles _____	102
Advanced Chart Types in Business Intelligence _____	104
Key Takeaways _____	108

Analyzing Data for Insights _____ 111

KPIs and Performance Metrics for Banking and Publishing _____	116
Data Visualization for Insights _____	119
Key Takeaways _____	119

Bridging Business and Data for Impact _____ 121

Data Storytelling: Presenting Insights Effectively _____ 123

How Analysts Communicate Data Insights _____	125
Turning Data into a Persuasive Narrative _____	128
Key Takeaways _____	131

The Future of Business and BI Analysis _____ 133

The Rise of AI and Automation in Analytics _____	135
Key Skills for Analysts in the Next Decade _____	138



How Analysts Can Use Alteryx in BI Analysis _____	140
Alteryx vs. Traditional BI Tools _____	141
The Future of Business Decision-Making with BI _____	143
Key Takeaways _____	144
<i>Conclusion and Next Steps</i> _____	147
Becoming a More Strategic and Technical Analyst _____	149
Resources for Further Learning _____	151
The Future of BI Analysts: Continuous Growth & Adaptability _____	154
Key Takeaways _____	154
<i>References</i> _____	157
<i>Comprehensive Glossary of 80+ Terms in Business Intelligence, Data Analytics, Data Engineering, and Business Analysis</i> _____	165

