

OUTLIERS DATA & AI CENTRE™

# Business Intelligence Toolkit™

Deliver governed, self-service insight

Analytics/BI Function / Data Office · Flagship Edition 2026

*Publication-ready resource for the Outliers Resource Library*

# 1. Full Guide

Business intelligence turns governed data into trusted, self-service insight. This toolkit provides the semantic-layer standard, BI governance, dashboard design standards and adoption approach to deliver one source of truth.

## Operating lifecycle

1. Define — metrics and semantic layer
2. Govern — BI governance and certification of reports
3. Build — governed dashboards and self-service
4. Enable — data literacy and adoption
5. Measure — track adoption and value

## Maturity model

L1 Initial	L2 Developing	L3 Defined	L4 Managed	L5 Optimised
Ad hoc / reactive	Basic, siloed	Standardised & governed	Quantified & integrated	Predictive & embedded

## Key components

- Semantic and metrics layer
- Reporting and dashboards
- Self-service analytics
- Data literacy
- BI governance
- Adoption and value tracking

# 2. Templates & Registers

## Metric definition register

Define each metric once, governed centrally (structure).

Field	Example
Metric	Active customers
Definition	Customers with $\geq 1$ transaction in 90 days
Owner	Head of Analytics
Source	CRM + Billing
Certified?	Yes

## Dashboard design standard

Consistent, decision-grade dashboards.

Principle	Guidance
Audience-first	Design for the decision the user makes
One message per view	Lead with the headline metric
RAG & thresholds	Show status vs target, not just values
Trust	Use only certified metrics

## BI governance policy

Govern who can publish and certify.

Element	Provision
Certification	Reports from the semantic layer are certified
Publishing rights	Defined by role
Review	Periodic review of certified content

### 3. Checklists

- Semantic/metrics layer provides one truth
- Metrics defined and certified centrally
- BI governance policy in place
- Dashboard design standard adopted
- Self-service enabled for target users
- Data literacy programme running
- Adoption and value tracked

### Governance Structure

Data & AI is governed through clear accountability under board oversight:

Layer	Role
Board / Audit Committee	Approves policy and appetite; oversees data & AI risk and value
Data & AI Governance Committee	Sets standards, tiers AI, approves high-risk use, reviews oversight
Data/AI owners (1st line)	Own and manage data and AI in their area
Data office / AI risk (2nd line)	Set framework, monitor, challenge, aggregate reporting
Internal Audit (3rd line)	Independent assurance over data & AI controls

### Reporting Template

Standard report structure: executive summary · profile vs target (RAG) · key metrics · issues & actions · decisions sought.

Metric	Current	Target	RAG	Action
Self-service adoption	68%	≥70%	Amber	Targeted enablement
Report trust (certified)	90%	≥90%	Green	Maintain
Data literacy completion	75%	≥80%	Amber	Run more cohorts
Value realised	On plan	On plan	Green	Maintain

### Board Reporting Example

*Illustrative one-page board summary (replace with live data):*

Item	Status	Commentary
BI maturity	Amber	Defined; adoption near target; certification strong
Trust in numbers	Green	90% of reports from the certified semantic layer
Risk	Amber	Pockets of ungoverned spreadsheets remain
Decisions sought	—	Approve decommission of legacy reports

### Notes & Disclaimer

*This toolkit is a professional management resource, not legal or regulatory advice. Calibrate scoring, tiers, policies and governance to your organisation, sector and applicable regulation. Data-protection items should be confirmed against the Nigeria Data Protection Act (NDPA) and other applicable law; AI-specific obligations should be confirmed against current and emerging regulation.*