Business Executive Questionnaire

A. INTRODUCTION

- Discuss data warehouse project objectives and overall status.
- Discuss interview goals (e.g., focus on business requirements, talk about what you do, what you want to be doing and why) and interview flow.
- Introduce interview team and roles.
- Confirm time available.
- Describe next steps following interview.

B. RESPONSIBILITIES

- Describe your organization and its relationship to the rest of the company.
- What are your primary responsibilities?

C. BUSINESS OBJECTIVES AND ISSUES

- What are the objectives of your organization? What are you trying to accomplish? What are your top priority business goals?
- What are your success metrics? How do you know you're doing well? How often do you measure key success factors?
- What functions and departments within the organization are most crucial to ensuring that these key success factors are achieved? What role do they play? How do they work together to ensure success?
- What are the key business issues you face today? What prevents you from meeting your business objectives? What's the impact on the organization?
- How do you identify problems/exceptions or know you're headed for trouble?
- What do you see as opportunities for additional profit that are not being addressed today?
- Where do you stand compared to your competition in the use of information technology?
- Are you able to respond quickly to market conditions and assure productivity of your staff?

D. ANALYSES REQUIREMENTS

- What role does data analysis play in decisions that you and other managers make to run the business?
- What key information is required to make or support the decisions you make in the process of achieving your goals and overcoming obstacles? How do you get this information today?
- Is there other information which is not available to you today that you believe would have significant impact on helping meet your goals?
- Which reports do you currently use? What data on the report is important? How do you use the information? If the report were dynamic, what would the report do differently?
- What analytic capabilities would you like to have?
- What opportunities exist to dramatically improve your business based on improved access to information? What's the financial impact?

E. WRAP-UP

- Summarize findings heard.
- What must this project accomplish to be deemed successful? Criteria must be measurable.
- Thank participant.
- Describe next steps (e.g., draft interview write-ups available within week) and upcoming opportunities for user involvement.