

Data Analytics and Business Intelligence English Participant Workbook

Practice pages for realistic field-specific meetings, pushback, documentation, and role-play preparation

Audience: data analysts, BI developers, analytics engineers, data scientists, reporting teams, business analysts, and data-driven managers

Focus: A data analytics and BI English curriculum for metric definitions, dashboards, data quality, stakeholder requests, causation, experimentation, governance, and insight presentation.

Designed for advanced ESL learners who already use professional English and need industry-specific terminology, realistic meetings, role-play pressure, careful pushback, and polished workplace outputs.

Teaching stance: this is language and workplace-communication training, not legal, medical, financial, safety, or regulatory advice. Instructors should connect every scenario to the learner's current company policies, local rules, and approved procedures.

How to Use This Workbook

For each module, define the terms, identify the decision pressure, write a careful response, and practice the conversation aloud. Strong answers are specific, calm, evidence-aware, and tied to owner and next step.

Module 1. Metric Definitions and Business Questions

Situation

Two teams use different definitions of active customer.

Stakeholder pressure: Pick one quickly for the dashboard.

Constraint: Business definition, source table, filter logic, and owner need agreement.

Terms to use

- metric
- business definition
- source of truth
- owner

Evidence, owner, or policy boundary

Pushback sentence

Draft the metric definition note

Module 2. Data Quality and Trust

Situation

A dashboard shows a sudden drop after a pipeline change.

Stakeholder pressure: Tell users the data are wrong.

Constraint: Freshness, completeness, transformation logic, and upstream changes must be checked.

Terms to use

- data quality
- freshness
- completeness
- pipeline

Evidence, owner, or policy boundary

Pushback sentence

Draft the data-quality incident update

Module 3. Dashboards and Executive Reporting

Situation

Executives ask for a dashboard with every possible metric.

Stakeholder pressure: Add all requested charts.

Constraint: Audience, decision, refresh cadence, and alert thresholds need focus.

Terms to use

- dashboard
- KPI
- threshold

- drill-down

Evidence, owner, or policy boundary

Pushback sentence

Draft the dashboard requirements brief

Module 4. Causation, Correlation, and Caveats

Situation

Sales increased after a campaign and marketing claims causality.

Stakeholder pressure: Say the campaign caused the increase.

Constraint: Seasonality, selection bias, control groups, and other factors need analysis.

Terms to use

- correlation
- causation
- confounder
- selection bias

Evidence, owner, or policy boundary

Pushback sentence

Draft the causality caveat paragraph

Module 5. SQL, Models, and Transformation Logic

Situation

A finance report differs from the warehouse model.

Stakeholder pressure: Fix the number silently.

Constraint: Join logic, grain, filters, and reconciliation need transparent review.

Terms to use

- SQL
- data model
- grain
- join logic

Evidence, owner, or policy boundary

Pushback sentence

Draft the reconciliation explanation

Module 6. Experiment Readouts and Statistical Thinking

Situation

A test shows a small lift with uncertain confidence.

Stakeholder pressure: Recommend full rollout.

Constraint: Sample size, effect size, confidence, guardrails, and cost should guide decisions.

Terms to use

- sample size
- effect size
- confidence interval
- guardrail

Evidence, owner, or policy boundary

Pushback sentence

Draft the experiment readout slide

Module 7. Data Governance and Privacy

Situation

A team requests customer-level data for broad exploration.

Stakeholder pressure: Send the extract.

Constraint: Purpose limitation, access control, retention, and privacy rules need confirmation.

Terms to use

- data governance
- privacy

- access control
- retention

Evidence, owner, or policy boundary

Pushback sentence

Draft the data access response

Module 8. Insight Storytelling and Recommendations

Situation

A stakeholder wants a simple recommendation from messy data.

Stakeholder pressure: Hide limitations to make the story clear.

Constraint: Uncertainty, tradeoffs, assumptions, and next tests need visible framing.

Terms to use

- insight
- recommendation
- assumption
- next best action

Evidence, owner, or policy boundary

Pushback sentence

Draft the insight recommendation memo

Capstone Simulation

Lead a cross-functional meeting in data analytics and business intelligence. Choose four modules from this workbook, connect the risks, and prepare a five-minute update with decision, evidence, constraint, owner, and next step.
