

Data Analytics and Business Intelligence English Jargon Quick Reference

Field-specific terms, contrast pairs, and high-pressure sentence frames

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.

Nomenclature and Jargon

These are classroom working definitions. Learners should adapt wording to their organization's policies, systems, and local regulatory environment.

Metric Definitions and Business Questions

Term	Working meaning
metric	Working data analytics and business intelligence term used in metric definitions and business questions; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
business definition	Working data analytics and business intelligence term used in metric definitions and business questions; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
source of truth	Working data analytics and business intelligence term used in metric definitions and business questions; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
owner	Named person or role accountable for a decision, action, deliverable, or risk.

Data Quality and Trust

Term	Working meaning
data quality	Working data analytics and business intelligence term used in data quality and trust; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
freshness	Working data analytics and business intelligence term used in data quality and trust; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
completeness	Working data analytics and business intelligence term used in data quality and trust; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
pipeline	Working data analytics and business intelligence term used in data quality and trust; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.

Dashboards and Executive Reporting

Term	Working meaning
dashboard	Visual summary of selected measures used to monitor status, performance, or risk.
KPI	Key performance indicator used to monitor progress against an important objective.
threshold	Working data analytics and business intelligence term used in dashboards and executive reporting; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
drill-down	Working data analytics and business intelligence term used in dashboards and executive reporting; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.

Causation, Correlation, and Caveats

Term	Working meaning
correlation	Working data analytics and business intelligence term used in causation, correlation, and caveats; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
causation	Working data analytics and business intelligence term used in causation, correlation, and caveats; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.

Term	Working meaning
confounder	Working data analytics and business intelligence term used in causation, correlation, and caveats; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
selection bias	Working data analytics and business intelligence term used in causation, correlation, and caveats; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.

SQL, Models, and Transformation Logic

Term	Working meaning
SQL	Working data analytics and business intelligence term used in sql, models, and transformation logic; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
data model	Working data analytics and business intelligence term used in sql, models, and transformation logic; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
grain	Working data analytics and business intelligence term used in sql, models, and transformation logic; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
join logic	Working data analytics and business intelligence term used in sql, models, and transformation logic; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.

Experiment Readouts and Statistical Thinking

Term	Working meaning
sample size	Working data analytics and business intelligence term used in experiment readouts and statistical thinking; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
effect size	Working data analytics and business intelligence term used in experiment readouts and statistical thinking; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
confidence interval	Working data analytics and business intelligence term used in experiment readouts and statistical thinking; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
guardrail	Working data analytics and business intelligence term used in experiment readouts and statistical thinking; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.

Data Governance and Privacy

Term	Working meaning
data governance	Working data analytics and business intelligence term used in data governance and privacy; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
privacy	Working data analytics and business intelligence term used in data governance and privacy; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
access control	Working data analytics and business intelligence term used in data governance and privacy; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
retention	Working data analytics and business intelligence term used in data governance and privacy; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.

Insight Storytelling and Recommendations

Term	Working meaning
insight	Working data analytics and business intelligence term used in insight storytelling and recommendations; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
recommendation	Working data analytics and business intelligence term used in insight storytelling and recommendations; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
assumption	Working data analytics and business intelligence term used in insight storytelling and recommendations; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.
next best action	Working data analytics and business intelligence term used in insight storytelling and recommendations; define the owner, evidence source, governing document, risk, and decision impact before using it in a meeting.

Industry-Specific Meeting Moves

Situation	Useful language
Metric Definitions and Business Questions	Before we commit, I want to confirm metric, business definition, the owner, and the evidence behind the decision. If business definition, source table, filter logic, and owner need agreement., I recommend we document the risk and agree on the next step.
Data Quality and Trust	Before we commit, I want to confirm data quality, freshness, the owner, and the evidence behind the decision. If freshness, completeness, transformation logic, and upstream changes must be checked., I recommend we document the risk and agree on the next step.
Dashboards and Executive Reporting	Before we commit, I want to confirm dashboard, KPI, the owner, and the evidence behind the decision. If audience, decision, refresh cadence, and alert thresholds need focus., I recommend we document the risk and agree on the next step.
Causation, Correlation, and Caveats	Before we commit, I want to confirm correlation, causation, the owner, and the evidence behind the decision. If seasonality, selection bias, control groups, and other factors need analysis., I recommend we document the risk and agree on the next step.
SQL, Models, and Transformation Logic	Before we commit, I want to confirm SQL, data model, the owner, and the evidence behind the decision. If join logic, grain, filters, and reconciliation need transparent review., I recommend we document the risk and agree on the next step.
Experiment Readouts and Statistical Thinking	Before we commit, I want to confirm sample size, effect size, the owner, and the evidence behind the decision. If sample size, effect size, confidence, guardrails, and cost should guide decisions., I recommend we document the risk and agree on the next step.
Data Governance and Privacy	Before we commit, I want to confirm data governance, privacy, the owner, and the evidence behind the decision. If purpose limitation, access control, retention, and privacy rules need confirmation., I recommend we document the risk and agree on the next step.
Insight Storytelling and Recommendations	Before we commit, I want to confirm insight, recommendation, the owner, and the evidence behind the decision. If uncertainty, tradeoffs, assumptions, and next tests need visible framing., I recommend we document the risk and agree on the next step.

High-pressure pushback frames

- I understand the urgency. The risk is that we move faster than the evidence or process supports.
- I am not blocking the goal. I am naming the condition we need before the decision is safe and credible.
- If we accept this risk, we should name the owner, document the assumption, and define the trigger for escalation.
- That may be possible, but not under the current scope, timeline, or approval path.

- Let's separate what we know, what we assume, and what still needs confirmation.

Contrast Pairs

Do not confuse	Useful distinction
metric vs owner	In metric definitions and business questions, define whether the discussion is about the current fact pattern, the controlling process, the stakeholder pressure, or the final decision.
data quality vs pipeline	In data quality and trust, define whether the discussion is about the current fact pattern, the controlling process, the stakeholder pressure, or the final decision.
dashboard vs drill-down	In dashboards and executive reporting, define whether the discussion is about the current fact pattern, the controlling process, the stakeholder pressure, or the final decision.
correlation vs selection bias	In causation, correlation, and caveats, define whether the discussion is about the current fact pattern, the controlling process, the stakeholder pressure, or the final decision.
SQL vs join logic	In sql, models, and transformation logic, define whether the discussion is about the current fact pattern, the controlling process, the stakeholder pressure, or the final decision.
sample size vs guardrail	In experiment readouts and statistical thinking, define whether the discussion is about the current fact pattern, the controlling process, the stakeholder pressure, or the final decision.
data governance vs retention	In data governance and privacy, define whether the discussion is about the current fact pattern, the controlling process, the stakeholder pressure, or the final decision.
insight vs next best action	In insight storytelling and recommendations, define whether the discussion is about the current fact pattern, the controlling process, the stakeholder pressure, or the final decision.