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# Data Literacy for Reading and Challenging BI Reports Playbook

Asking the questions of a BI report that turn it from a pretty chart into a trustworthy input

- Beginner
- Beginner
- Template Included


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- 4 minute(s)

Overview

A framework for building the specific literacy needed to critically read and appropriately challenge business intelligence reports — questioning data source and freshness, understanding aggregation and filtering choices, and recognizing when a report's visual design might be steering interpretation — addressing the common gap between BI report consumption and genuine critical reading.

Isn't a BI report, built by an analytics team, already

trustworthy by default? BI reports are generally built with good intent and technical competence, but every report reflects specific choices — data source, time window,

filtering, aggregation level — that shape what conclusion it supports, and genuine literacy means knowing which questions to ask about those choices, not assuming they're automatically the right ones for your specific question.

What's a simple, practical starting question for reading any BI

report critically? What time window and filters does this report use, and would a different reasonable choice change the conclusion? This single question catches a large share of misleading BI report interpretations.

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