Worked assignment

Illustrative business-intelligence article. Adapt the example to your own service or collection; it is not a client result.

Reader and outcome

Business owner comparing dashboard providers. Finish with a requirements list covering decision, sources, definitions, access and acceptance.

Category and article

Business intelligence is the service-aligned blog category. The dashboard preparation guide is an article inside it. Primary service: business-intelligence. The service page explains the offer.

Opening answer

Define the decision, records and measures before buying. Agree on a small example that the owner and supplier can both calculate.

Evidence to collect

Obtain approved metric definitions and the documentation for the actual source systems. Record exact URLs or approved records and reviewer; do not imply evidence has been collected when it has not.

Concrete link decisions

At the definitions section: /blog/business-intelligence-basics/. At the optional purchase-tracking section: /blog/ga4-ecommerce-event-validation/. At the implementation step: /services/business-intelligence/. Category navigation: /blog/category/business-intelligence/.

Acceptance

A reader can complete the requirements list without another guide filling in missing instructions. Sources support the claims; examples are labelled; the pillar, service and incoming links work.

Your assignment

Reader and starting knowledge

One question and the finished reader outcome

One primary service + pillar/service URLs; closest existing article?

Provisional answer and unresolved facts

Section jobs: question, answer, demonstration or evidence

Writer, reviewer, due date and update trigger

Evidence and link decisions

Claim 1: exact source, supporting passage, limitation, date and reviewer

Claim 2: exact source, supporting passage, limitation, date and reviewer

Outgoing links: placement, exact URL, anchor text and reader benefit

Incoming link: existing page, paragraph, anchor and implementation owner

Diagram / download: reader task, contents and validation method

Exclusions and unresolved evidence: owner and next action

Handover and publication checks

Tick only after checking. An empty box remains open. Record any exception below.

- [ ] The writer can describe the reader and the finished outcome.
- [ ] One explicit primary service and its matching pillar are assigned.
- [ ] The existing-page check supports a new article or a scoped update.
- [ ] Each section has a useful job; overlapping topics have boundaries.
- [ ] Consequential claims have exact, checked evidence and a reviewer.
- [ ] Illustrative examples are labelled; private or invented results are absent.
- [ ] A reader can complete the promised task using the article.
- [ ] Direct pillar/service links and relevant peer links resolve correctly.
- [ ] A relevant existing page links into the new or updated article.
- [ ] The diagram is legible on mobile and explained in adjacent text.
- [ ] The actual download opens, can be completed and saves correctly.
- [ ] Title, summary and description match the finished article.
- [ ] The published page appears in its intended category.
- [ ] A maintenance owner, review date and change trigger are recorded.

Unresolved items, owner, due date and final sign-off