

The Goal Questions Metrics for Agile Business Intelligence

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Abstract

Business Intelligence (BI) becomes in the front of demanding technologies. The large or midsize companies need a technology to adapt changing requirements, to deal with rich amount of data; to get correct information, analysis data, and finally to quick support decision makers. Developing agile BI application can be defined as a short delivering software application. This process is based on frequently adapting changing requirements, involving customer participation and delivering high quality application. Agile teams need a set of reliable metrics to measure their performance at different three levels: functionality, content, and scalability. This paper proposes Goal Question Agility Metrics (GQAM) that can be used in measuring the performance of agile teams working in developing business intelligence applications. GQAM is based on Goal Question Metrics (GQM) method that was developed by Victor Basili in 1994 [19]. In addition, GQAM depend on agile and BI concepts. GQAM proposes a set of metrics that used to measure the performance. The GQAM will be subjected to experiments using a real data set in the future.

Keywords: Business Intelligence; Software Application; Agile Methods; Goal Question Metrics; Team Performance.

1. Introduction

The rapidly changing in the world market, business rules, uncertainty data sources and shifting customer preferences represent challenges between competitors. That means the organizations live in the race to get competitive advantage. They frequently require decisions in a short period [1]. These decisions are based on updated reports with new data set, the ability to drill down the reports, keeping historical data, visualization reports, and statistical analysis [6, 20]. Business Intelligence (BI) is a successful way for organization to be intelligent to improve performance, increase the revenue, create good customer relationships, and support decision making [61]. BI is defined as a set of methodologies, processes, architectures and technologies that transform raw data into meaningful and useful information used to enable more effective strategic, tactical, and operational insights and decision-making as shown in figure1 [18, 63]. BI application is different from the traditional application [62]. BI application has adaptive and dynamic nature. It continually changes to answer new and different business needs. In addition, it begins small and grows incrementally. In BI application, business users and technical team work together closely.

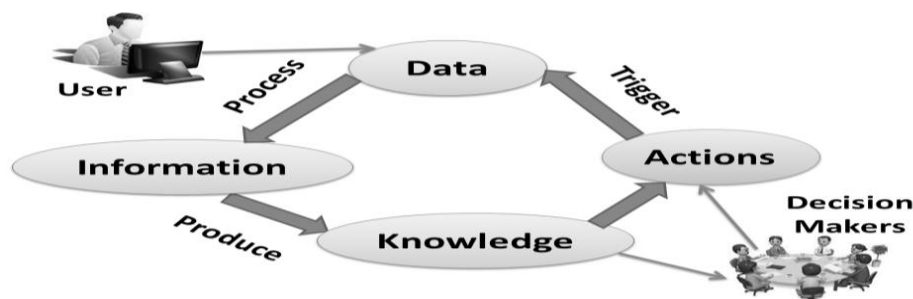


Figure 1: Business intelligence

BI is an umbrella for different technologies as shown in figure2 [2, 3, 8]:

- **Data sources:** various data sources represent challenges for customers. Customers become untrusted in the new data set. These come from duplicate reports, replaced trusted data set, and new reports.
- **Data Warehouse (DW):** collects data from different sources into a single place. ETL tool is used to extract transaction data and collect them in DW. DW is defined as “it is a simple, complete and consistent store of data obtained from a variety of sources and made available to users in a way they can understand and use it in a business context”. DW is a multidimensional data structure. The data set comes with different structures: structure, semi structure, and unstructured. Normally, technology tools are designed to specific data type.
- **Data mart:** is the access layer of the data warehouse. It is used to get data out to the users. Data extracting is related to single department for decision makers. The data warehouses and data marts are needed together because the information in the DW is not organized in a way that makes it easy for companies to find what they need.
- **OLAP:** allows faster generation of new reports, which analysis the data and support decision making.
- **Reports:** is statistical and visualization analysis in a unified format.

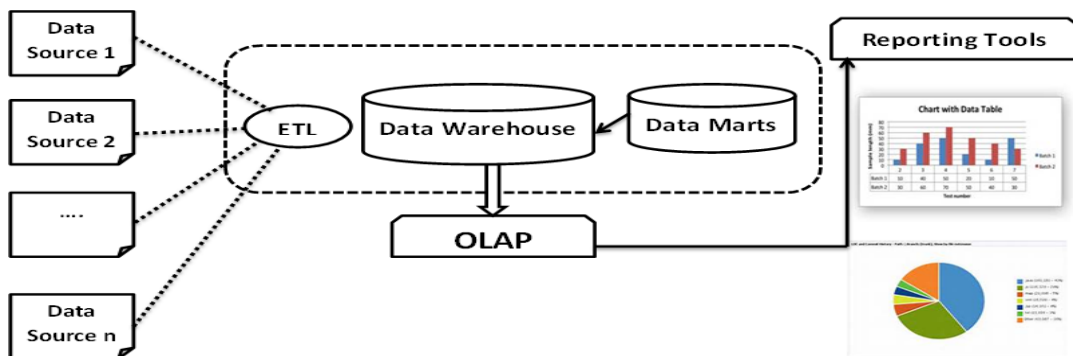


Figure 2: BI framework

In figure 2, BI environment can be divided into data warehouse and analytical environments. The data warehouse is limited to build the BI architecture. An analytical environment (i.e. OLAP, Reporting) is considered to analyze the current business and forecast the future as shown in figure3 [62].

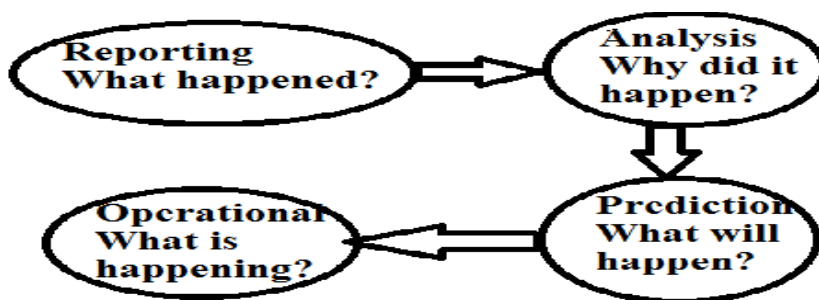


Figure 3: Analytical environment

Building successful BI applications are based on four factors which are [67]: adaptability, cross functionality, multi project, short delivery and end users involvement. Adaptability means that BI methodology facilitates the change and manages business process and services. Cross functionality means that the team should be cross functional and self-organizing. BI methodology is not limited to technical staff. It needs multidisciplinary team. Multi project means that the ability to apply more than one project and in parallel. Short delivery means that the delivery time is a critical factor for successful BI application. The business managers and decision makers take decisions in a short period.

The traditional software development life cycle doesn't match the BI requirements. It spends a lot of time in the requirement elicitation. They aren't determined fully in the early stage of project. It causes long time of delivering applications [7]. The end user's role ends at requirement elicitation. The agile methodologies have a dynamic and adaptability natural. The agile methodologies are based on some principles [8]: hanging requirements, incremental delivery, and user participation.

There is a necessary for combining the agile methodologies and BI. BI application can be divided into small iterations based on user stories. Each story represents “release”. Finally, these releases can be integrated into one project. Agile BI is based on “Think Big Start Small” approach, and no end of BI project. The agile BI is a current demand for the most business companies. However, the number of research papers in agile business intelligence area is little.

Since agile BI application represents multi tasks application with multiple goals. Teams need to measure their progress in the development cycle. Teams try to be on the right track and have the ability to correct the plan or add new functions in the next increment. Teams try to answer the following two questions. Can teams use guidance for choosing the right way for tracking the business? How can teams ensure that business incorporation with agility solutions fed the project success?

This paper guides teams with metrics they needed and provides a framework for directing them to achieve business goal. So measurements will be more reality and good indicators for the current business environment. In this paper, the researchers use GQM to determine the goals of system and metrics that can be used to evaluate the goals. In addition, the metrics show whether or not those goals have been met. This paper proposes goal question agility metrics (GQAM) to help teams to draw blueprint for measuring their progress in the development of agile business intelligent application. The researchers will conduct with almost BI organizations via online survey or the meeting and the interviews to collect the measurements and evaluate GQAM in real business intelligent applications in the future.

This paper is organized into six sections: section 2 explains the agile business intelligence, section 3 introduces the related works, section 4 introduces the goal question metrics and section 5 introduces GQAM for agile business intelligence. Finally, conclusion is introduced in section 6.

2. Agile Business Intelligence

Agile BI can be defined as a fast and flexible process that uses agile method to enable rapid development and allow companies to be intelligent and support strategy, tactical, and operation insight [21, 22]. The agile means the ability to adaptability. There are seven agile methods: Scrum, Dynamic System Development Method (DSDM), Crystal Method, Feature-Driven Development (FDD), Lean Development (LD), extreme Programming (XP), and Adaptive Software Development (ASD). The Scrum and XP are common used in the business intelligence applications [16].

2.1. Success factors of Agile BI

There are many success factors of agile BI applications. In [26, 33] the authors summarized the success factors as follows:

- a) Iterative development cycles.
- b) Automate ongoing BI processes: Agile BI development teams must automate any repetitive tasks/processes to allow more time and focus on developing and delivering software.
- c) Agile BI project should be more flexible and responsive to meet changing consumers' requirements. In yellow fin survey [64], 45 % of respondents said that their current BI applications were “somewhat difficult to learn and navigate”. 77 % participants stated

that they do not have access/cannot create custom reports independently and have to ask data analysts to generate reports for them.

- d) The team workers should be cross functionality, self –organizing and powerful. They should consist of the following team: customer representatives such as product owner in scrum, Data analyst, Report developers, and ETL developers. The success factor for team worker can be summarized as [66]:

- Team worker with high competences and experiences
- Team member with great motivation
- Team worker understand well agile process.
- Coherent and self-organizing team.
- Good customer relationships.

2.2. Agile BI Framework

The authors in [28] proposed agile BI framework as shown in figure 4. The framework highlights the agile BI strategy and the related activities. It is based on the best practices of BI projects. This framework combines the advantages of waterfall software development (i.e. discovery phase) and the advantages of agile method (i.e. modeling in design phase and development phase). It consists of the four phases as follows:

- **Discovery Phase:** The BI requirements are not always clear to stakeholders. The stakeholders need automated tools to increase understanding or analyzing of requirements. The stakeholders can use outlining business questions techniques. These techniques provide insight into data sources, dimensions, and facts needed. Data profiling techniques are data demographics and descriptive statistics such as: frequency distribution, high and low values, blank attributes and records, exceptions to domain values, dependencies between attributes , unknown constraints, mean, median, mode, and standard deviation. The knowledge gained from analyzing data demographics provides the basis for data quality metrics and can be used later in the remainder phase of life cycle.
- **Design:** It begins with drawing BI architecture diagram. It includes data models, data flows, process flows, and infrastructure diagrams. Architecture decisions can't be easily reversed once implemented. The prototype and proof of concept (POC) can be used in validating architectural decisions. Design phase consist of iterative modeling and mapping activities. Modeling activity prioritizes requirements, data demographics, and provides a stable scope for the increment. Mapping activity is also known as a source to target mapping. The source to target mapping will be evolutionary frequently within the scope of the increment.
- **Development:** The goal of development is to deliver working software frequently. In BI, development deliverables maybe ETL processes analysis, and data warehouse or reporting capabilities. In development, stakeholder can refine requirements, and design. Stakeholders can also confirm information results through validation of business rules and verification of output.
- **Deploy:** In agile methods, testing occurs constantly through the interactions of stakeholders. A regression test suite for the BI system is essential for BI project. The incremental delivery approach provides new functionality in next increment and ensures the validity of existing solution.

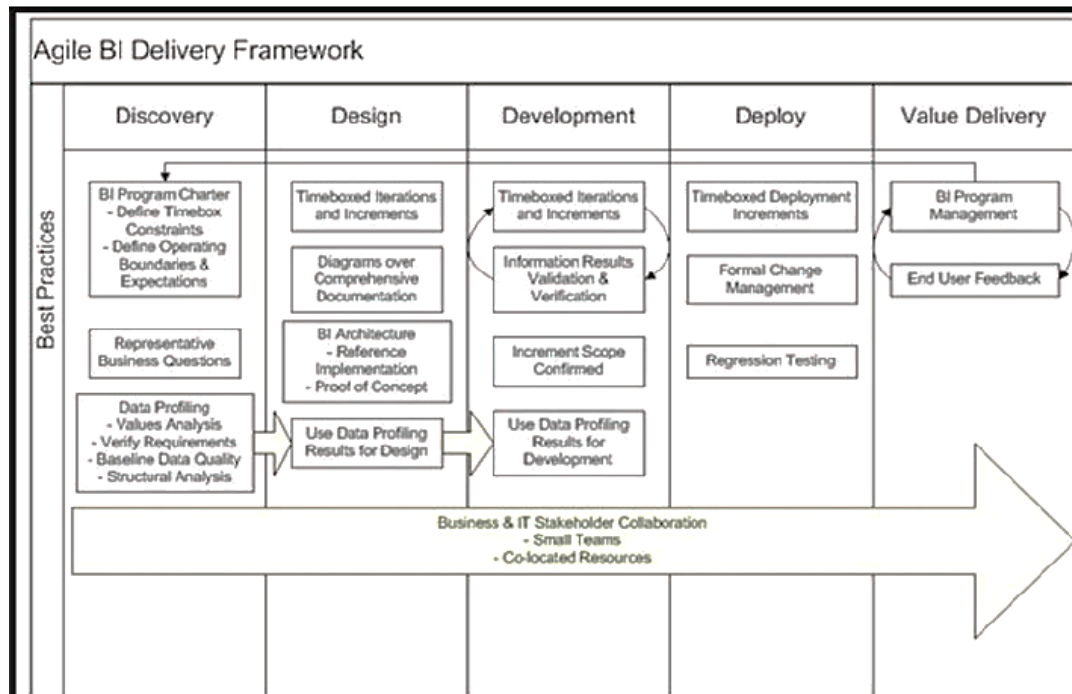


Figure 4: Agile BI frameworks

2.3. Technology Tools of BI

It is useful for teams to use information technologies for the success of BI applications. However the unsuitable or slow technology tools lead to the fail of BI projects. The choice of a technology tools to be used in BI application is based on the following criteria:

- **Easy-to-use:** Business users must be able to create and distribute their own reports and perform analytical queries without the need for IT support.
- **A single integrated application:** All the components of the BI tool should be accessible via a single unified interface.
- **Able to connect and report off multiple data sources:** In-memory analytic tools [65] eliminate the need to store pre-calculated data in the form of OLAP cubes or aggregate tables. It provides business users with faster analysis and access to analysis of large data sets, with minimal data management requirements.
- **Business users:** have access to self-service analysis and IT departments can spend less time on query analysis, cube building, aggregate table design, and other time-consuming performance-tuning tasks.
- **Fast communication:** Business and IT leaders agree that the technology is the primary drivers of agile BI. Agile BI can be defined from technology point of view as the ability of a business to adapt rapidly and cost-efficiently in response to changes in the business environment. The cloud computing and virtualization technologies are means of fast communications and management system in single location. 72% of respondents have deployed cloud computing. They believe cloud plays a key role in IT agility [29] shows the cloud computing enhances IT agility that leads to leverage business agility and therefore

corporate performance. There is a direct relation between cloud computing and business agile. The cloud computing can be implemented as private or public or both. The hybrid cloud computing is a more cost saving. It is benefits to companies that they take into account unpredictable change in business environment. Hybrid clouds mean common platforms, management, and security [32]. Virtualization means the ability to run more than one “logical machine” on a single piece of hardware [30, 31]. With the virtualization, it can become possible to run two or more completely different servers and databases on a single piece of server platform. The virtualization means saving money on hardware, fast time to deploy the applications and reduce test cycle.

2.4. Business Analytic Solution

BI applications are based on data warehouse and business analytical tools. If the users in a business organization work across large amount of data and applications with only spreadsheets as the interface between them [65]. There are several problems appears: lack of visibility or unclear the critical data, disjointed group problem-solving, and delayed decision making. The need to new analytic solutions is critical for business users and these solutions must be characterized by: easy-to-use interfaces, high-performance analytics, free application configuration, scalability, and IT-friendly and low-maintenance environment [35]. Figure.5 shows a unified analytic solution across multiple levels [35]. This solution guarantees the following:

- a) The integration between all components, all data and metadata across different applications.
- b) Each user can ask and report from the same interface without move to another application and without face multiple user interceptions.
- c) Business analytics solutions provide advanced features for quick analyzing and reporting such as
 - Customized interfaces with the ability to browse reports and to use templates for planning and analytical applications.
 - Basic tools such as wizards, workflow, visualization, and pre-built databases.
 - The ability to change variables or the business model. The ability to see the changes and to compare them with historical data or other applications.
 - The ownership and users can work together to develop, adjust, and maintain business models.
- d) Concurrent read or write for planning processes.
- e) Parallel scenarios and assumptions with on-demand recalculation.
- f) Instantaneous availability of model or data changes.
- g) Multi-dimensional data analysis.
- h) The solution should support dozens to hundreds of concurrent users.
- i) Easy to installed, deployed, and running in a matter of weeks.

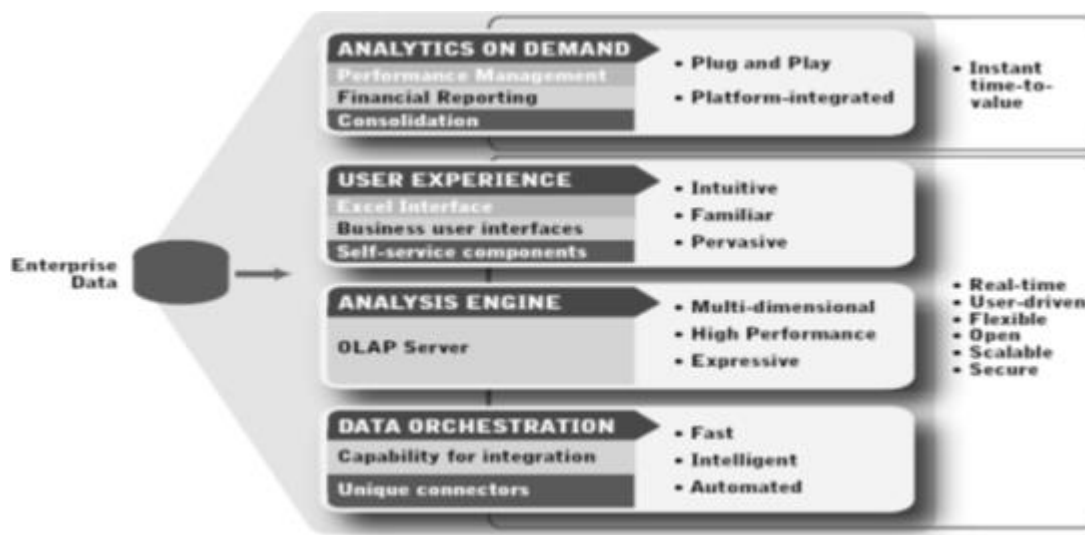


Figure 5: Unified analytic solution

3. Related Works

This section introduced the related works in agile BI. Some paper discussed the agile BI to enhance and success BI projects and other papers try to track the performance of teams in BI applications. In addition, agile BI was mainly discussed in the non-academic discussion.

- The authors in [68] followed the maturity model and developed model for assessing their BI application and how it could reach the best performance level. The Pilot test and the empirical investigation carried out to validate their maturity model for BI application. They concluded that the stages were determined by technical aspects that are more advanced than other stages that were processed and related to people. The basic maturity level in the last stage proves the Moroccan small and medium-sized enterprises have to launch a new project to improve their BI application.
- The authors in[4] addressed the question: how could agile BI be broken down and defined with success metrics that take into account the particularities of BI? They followed exploratory and qualitative research design for answering the pervious question. They conducted interviews with a number of companies under two extensions levels. The study concluded that, it was advisable to split agile BI according to architectural layers into data acquisition agility, data storage agile BI, data analysis agility, data administration agility, and frontend agile BI. As well as it is advisable to split agile BI into content, functional, organizational, and scalability. It was advisable to differentiate between agile BI measures with respect to the architectural. Finally, they contributed that the developed indicator system was designed to support the steering of BI approaches under agile objectives. Agile BI issues could be expected to gain further extension.
- The authors in [23] discussed the most comprehensive way how a set of existing complexity metrics of software were modified and adapted by researchers to provide useful information on complexity of the BPM. They followed GQM approach for measuring the understandability and maintainability of BPM. In this paper, the researchers

agree with the authors that GQM ensures that each metric has a purpose, and no metrics are defined without a purpose. The authors got results by the survey with useful metrics for measuring the understandability and maintainability of business process model, introducing the best useful metrics.

- The authors in [12] introduced the assessment model for assessing data warehouse projects for agile methodology. They conducted with real projects. The challenges would face: poor data quality, user acceptance testing carried out on historical data and uncovered pattern that didn't discover in the requirement and changing requirements. The agile methodology avoids some failure projects.
- The authors in [69] proved the importance of applying agile BI in the business organizations by identifying the future research challenges in that direction, clarifying the levels of analysis, discussing agile BI in terms of time, control and information systems. The authors concluded the underlying problems of time, control and information systems will remain a challenge for both academia and industry because of an economic environment that was dominated by dynamic change and increasing uncertainty.

4. Goal Question Metrics (GQM)

The GQM originated from the research of defect evaluations in the NASA 1984[19, 25, 27].GQM is one of the most powerful approaches for metrics definition [43]. GQM paradigm is a top-down approach and goal driven approach to define the goals behind measuring software processes and products, use these goals to decide precisely what to measure (i.e. choosing metrics) [44], and evaluate the quality of product based on the measurements. It consists of both a generic model and a process that describes how to instantiate the generic model for a specific situation. And then how to collect the measurements [49]. GQM approach consists of three steps:

- Step 1: Develop a Goal (Conceptual level).
- Step2: Define the Questions (Operational level).
- Step3: Metric (Quantitative level).

In step 1, the teams in business applications would be developed a set of corporate, division, or project (i.e. development or maintenance) goals for enhancing the productivity, and quality attributes (i.e. customer satisfaction, on-time delivery, improved quality). The goals are frequently determined by brainstorming and stakeholders' requirements [47]. On the other hand, the measured goal describes what the knowledge to be gained from the measuring activity in order to make suitable decision about the success or failure of related goal [45].To formulate a goal, it must be defined for a measured object for a variety of reasons with respect to various quality models. In addition, it must be defined from various points of view and relative to a particular environment [46]. More specifically, the goals should be discussed the following items:

- Object: What is being examined?
- Purpose: Why object is being examined?
- Focus (issue): attributes being examined.
- Viewpoint: perspective of examination.
- Environment: context of scope of examination.

In step 2, the measured goals are defined in an operational and traceable way by a set of quantifiable questions. Questions are used as guidelines for extracting the appropriate information to fulfill the measured goal [45]. Questions try to characterize the measured object with respect to selected quality attributes. In addition, questions describe either the quality attributes from the selected point of view or the factors may impact on the quality attributes [48].

In step 3, questions specify the metrics that define what quantitative data need to be collected in order to answer the questions [45]. A number of metrics is determined by answering the questions that provides contributions toward defined goals. Questions can move the organization to new and different directions [42]. For this reason, the executives need to treat the metrics as powerful agents of change. The metrics can drive the unparalleled improvements or put the organization into chaos and confusion. Therefore the development teams need an aid for defining the right metrics for each question. So that metrics could be classified into different types as follow [36]:

- **Outcome Metrics:** is known as lagging indicators. It measures the achieved goals. Formally the output of business activity is measured for a strategy that is designed to achieve. For example, if the organization's strategy achieves 12 %of the return rate. The outcome metrics might be return rate per month. They measure a past activity that has already happened and cannot be changed [59].
- **Driver Metrics:** is known as leading indicators. They are tactical metrics. Their purpose is tracking the progress of the current activity. The executives can make necessary adjustments to meet or exceed the outcome for the period [58]. They measure business activity at different periods in which the outcomes are measured. For example: if an outcome metric is a monthly sales, a typical driver metric might be weekly or daily sales.
- **Predictive Metrics:** organizations use often the regression algorithms to predict future outcomes. They are based on the current activity so the teams can see whether they are going to meet targets at the end of period.
- **Activity Metrics:** They provide additional context about the performance that helps businesspeople to make suitable decisions. For example, activity metrics include top 10 lists such as top 10 suppliers or bottom 10 suppliers are based on time delivery.
- **Risk Indicators:** It differs from performance indicators which measure how well something is being done. Risk indicators measure the riskiness of the operations and of a business activity. A risk indicator provides an early warning sign to identify the events that may harm the continuity of existing processes. Risk indicators have goals associated with them like performance indicators [60].

In GQAM, the researchers select a set of appropriate metrics that will cover all previous metrics types.

5. Goal Question Agility Metrics(GQAM)

GQAM is based on GQM for identifying set of metrics in a systematic way. GQAM is applied on agile BI layers from the business point of view. GQAM is used the division of agile BI into three layers as shown in figure 6[4]. The functionality, scalability, and content layers. The functionality layer means to quickly introduce or evaluate a new analytic or frontend functionality. The scalability layer regards various workloads in data analysis and data provision as well as resources. The content layer considers data repositories. It is constructed with respect to the role of agile in BI applications. BI could be also arranged in 3D cube layers by intersecting the concept of agile BI with previous the three layers as shown in Figure 7.

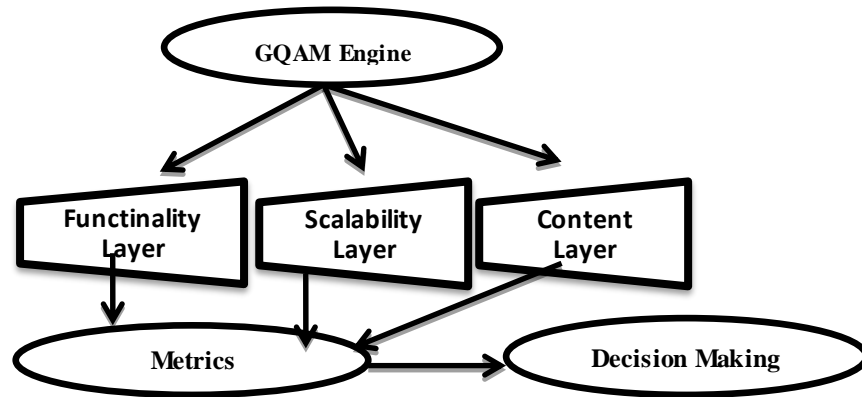


Figure 6: GQAM model

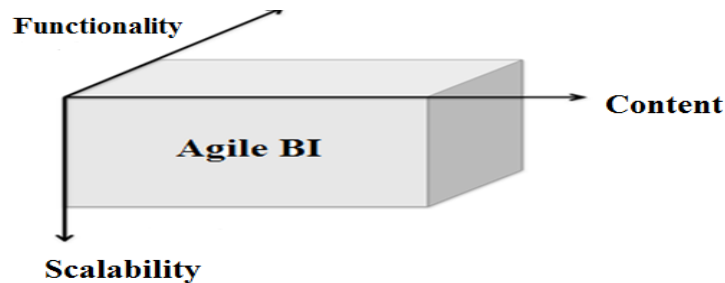


Figure 7: 3D layers view of agile BI layers

GQAM can be described as follows:

- a) **Goal:** "Improve the quality of functionality, scalability and content layers for agile BI internally and externally from the business point of view". The goal is composed of the following:
 - The object would be the internal and external layers of BI.
 - The purpose is improving the quality of functionality, scalability and content layers for agile BI.
 - Issue would be the quality of the layers.

- The view point would be from business perspective.
- Finally the environment could be firms or organizations that apply BI solutions in their business works.

The researchers propose the following five questions:

- Question 1: Does agile BI able to react to unforeseen or volatile requirements of markets and customers?
- Question 2: Does the incorporation of agile with BI save costs?
- Question 3: Do business users use appropriate tools and technologies?
- Question 4: How satisfaction is the stakeholders?
- Question 5: Are teams of agile BI applications increasing their performance of work?

The researchers propose a set of effective metrics that may provide the best answers on the above questions that should be used for tracking the performance of teams in agile BI.

In question1, the teams concentrate on the market, consumers, requirements, and delivering applications in high speed. Thus, the better metrics could measure the impact of this question on the goal: timeliness of data delivery, replaying efficiency, reporting time [21] and service level management (SLM) [50, 51]. Timeliness of data delivery measures the replaying time for requests and market directions. Agile BI features are frequent appear in this metric. BI has to use the agile BI to improve the replaying time and the responding to rapid changing market requirements. On the other hand, researchers should take into account the efficiency that replaying phases. Measurements should be considered to track its efficiency. However, reports should be always updated and subjected to new changes and manipulations. Finally, delivering services as mentioned in the standards as well as accurately measuring performance guarantee service level management [51].

In question 2, business owners always seek for saving costs by using the ways that promise the efficiency of the work. Costs could be represented in different forms i.e. money, time, labor and so on. They were realized to the most effective metrics that would give good insight about critical functions: quick Ratio[37], budget deviation [40], service level management (SLV) [50] and reporting time[21]. Quick ratio metric specialized in measuring how the organization can cope the financial requirements specially the short- term. For example monthly bills or daily liabilities and so on. The budget deviation metric focuses on calculating the deviation value from the original one. This metric can capture any deviation that would affect on the budget. SLV and reporting time were explained in the previous question. However researchers found that these metric affect on the organization cost (time). Therefore researchers use these metrics for answering the question.

In question 3, BI depends on technologies, techniques, and analytic tools for best manipulating data as well as extracting useful knowledge and statistics for users [5]. Also, the processing of these data is a very important aspect for getting the knowledge from the right source within convenient time [28]. These valuable knowledge is the main core of the decision making process [28]. There for organization should take care of their technologies, tools, artifacts and resources so as to get the correct, useful and appropriate information. Researchers propose these metrics such as Data quality [12], Service outage duration [54] and Security-user authentications [55].

Data quality often dictates the success of a BI project [53]. The poor data quality has tangible and intangible impact [12]. The poor data quality leads users to abandon the system and create considerable rework in deploying the BI application [3]. Ensuring complete and consistent data set the true foundation of the successful BI environment. Therefore measuring data quality is essential in tracking progress of BI systems. Reports and dashboards help to get full insight on data quality, compare it and get its developments [52]. Also, service outage duration metric specify the technology that does not get in the way; this is the percentage of actual equipment uptime relative to the total planned uptime. Security and user authentications measure the confidential level of data and securing platforms.

In question 4, the most important stakeholders are highly effect on the progress of the work from two sides: consumer side and the working team side [7]. It is worth to be mentioned that introducing agile feature to our BI system by default helping in increasing the satisfaction of consumers and working team. Agile with its iterative process gets the team working together to extract the most useful knowledge. On the other hand, core agile BI gives the capabilities that empower business users to be self-sufficient in their BI environment with little or no involvement from technology professionals. Satisfaction from both sides is the important indicator for success or fails the system. Thus researchers introduce the following metrics that best measure the degree of satisfaction. Metrics for this category often measure by surveys. Metrics are velocity, team engagements [7], customer's satisfaction [39], self-report efficiency [13] and call Abandonment [40] [56].

Velocity metric measures the production that could be done by a team. Members ought to be more productive when they do not have to waste time compiling reports or searching for information that is now readily available through the BI platform [11]. The effect should be measurable, at least for knowledge workers and targeted categories of customer service and operations employees [57]. Team engagements metric measures how employees feel about their jobs and the company. This information is often obtained via a survey as it is a qualitative metric [39]. On the other hand, customer satisfaction metric is often captured in surveys after an interaction with the helpdesk [11]. Also, Call Abandonment metric measures the number of callers that hang up before they can be connected to an agent [56]. Finally, the most important metric specialized with this question is self-report efficiency. Self-report efficiency makes use of agile BI feature by measuring the efficiency of whether users could integrate with BI processes and build their desired report and dashboards [21]. It also depends on technology and tools (such as dash boards). It's being used and their capability to integrate with external ads or applications [33,13]. Report efficiency and aid should also be measured. All these metrics are often measured by surveys.

In question 5, Performance metrics are a critical ingredient of performance management. A performance management aligns the performance of the current strategy. The Performance management harnesses information technology to monitor the execution of business strategy and to help organizations achieve their goals [15]. In other word, researchers must assess the performance toward achieving goals. Chosen metrics help us to measure, monitor, and manage the effectiveness of tactics and progress toward achieving strategic goals [2]. The metrics are variance [15], attrition Rate/churn rate [40], security and users authentications [55], and return-on-investment (ROI) [14, 37, 38]. Variance metric measure the gap between actual and target values. The actual and target values are self-explanatory and usually displayed with text.

Variance metric displayed using text or a micro bar chart or bullet chart. Variance percentage is displayed against the targets [15]. On the other hand, attrition rate (churn rate) metric measures the amount of employees that leave over a certain period of time; normally expressed as a percentage. High attrition rate will affect the performance progress [40]. However, return-on-investment (ROI) compares the magnitude and timing of investment gains directly with the magnitude and timing of costs [14]. A high ROI means that gains compare favorably to costs. Finally, Security and users authentications metrics were defined in question 3 metrics, however researchers found that the performance of BI system also basically relying on the security and level of confidence must be felt as well as protecting data from harmful things.

Hierarchical level of GQM is plotted in figure 8 for illustrating the goal across the questions and the metrics. Some metric would contribute in more than one question. Table 1 summarizes the GQAM metrics distributed across agile BI layers.

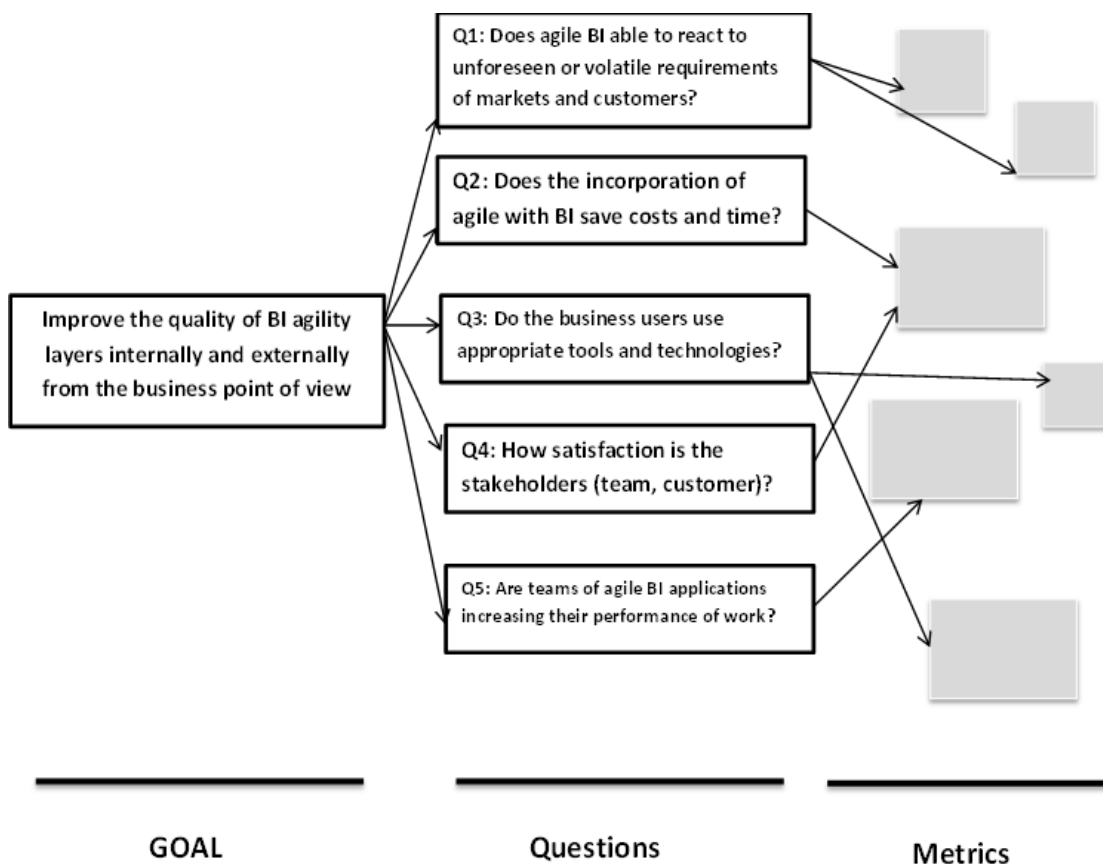


Figure 8: GQM hierarchical level of GQAM

Table 1: Summary of GQAM

Goal improve the quality of agile BI layers internally and externally from the business point of view			
	Questions	Metrics	Affected layer
1	Does agile BI able to react to the unforeseen or volatile requirements of markets and customers?	1.1 Timeliness of data delivery 1.2 Replaying efficiency 1.3 Reporting time 1.4 Service Level Management	Functionality Content
2	Does the incorporation of agile with BI save costs and time?	2.1 Quick Ratio 2.2 Budget deviation 2.3 Reporting time 2.4 Report changing time	Functionality Content Scalability
3	Do business users use the appropriate tools and technologies?	3.1 Data quality 3.2 Service outage duration 3.3 Security and user authentications	Content Scalability
4	How satisfaction is the stakeholders (team, customer)?	4.1 Team engagements 4.2 Velocity 4.3 Customers satisfaction 4.4 Self-report efficiency 4.5 Call Abandonment	Functionality Content Scalability
5	Are the teams of agile BI applications increasing their performance of work?	5.1 Variance 5.2 Attrition Rate/churn rate 5.3 Security and users authentications 5.4 Return-on-investment(ROI)	Functionality Content Scalability

6. Conclusion

This paper introduces GQAM for measuring the performance of teams in agile BI applications. GQAM depends on three levels which are scalability, functionality, and content. GQAM is based on GQM approach that has three parameters: goals, questions and metrics. The goal represents the thing that wanted to be measured. Questions help to identify the metrics. Metrics are the quantification measures for goals. GQAM provides guidance for teams to achieve the desired performance in agile BI. GQAM depends on five questions that were introduced in respect to the defined goal. Then a set of efficient metrics were chosen to answer these questions. These metrics may provide the best answers for the questions and provide measurements for the performance of teams' works.

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