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Business Intelligence Guidebook-Rick Sherman 2014-11-04 Between the high-level concepts of business intelligence and the nitty-gritty instructions for using vendors' tools lies the essential, yet poorly-understood layer of architecture, design and process. Without this knowledge, Big Data is belittled - projects flounder, are late and go over budget. Business Intelligence Guidebook: From Data Integration to Analytics shines a bright light on an often neglected topic, arming you with the knowledge you need to design rock-solid business intelligence and data integration processes. Practicing consultant and adjunct BI professor Rick Sherman takes the guesswork out of creating systems that are cost-effective, reusable and essential for transforming raw data into valuable information for business decision-makers. After reading this book, you will be able to design the overall architecture for functioning business intelligence systems with the supporting data warehousing and data-integration applications. You will have the information you need to get a project launched, developed, managed and delivered on time and on budget - turning the deluge of data into actionable information that fuels business knowledge. Finally, you'll give your career a boost by demonstrating an essential knowledge that puts corporate BI projects on a fast-track to success. Provides practical guidelines for building successful BI, DW and data integration solutions.

Explains underlying BI, DW and data integration design, architecture and processes in clear, accessible language. Includes the complete project development lifecycle that can be applied at large enterprises as well as at small to medium-sized businesses Describes best practices and pragmatic approaches so readers can put them into action. Companion website includes templates and examples, further discussion of key topics, instructor materials, and references to trusted industry sources.

Business Intelligence Guidebook-Rick Sherman 2014-11-07 Between the high-level concepts of business intelligence and the nitty-gritty instructions for using vendors' tools lies the essential, yet poorly-understood layer of architecture, design and process. Without this knowledge, Big Data is belittled - projects flounder, are late and go over budget. Business Intelligence Guidebook: From Data Integration to Analytics shines a bright light on an often neglected topic, arming you with the knowledge you need to design rock-solid business intelligence and data integration processes. Practicing consultant and adjunct BI professor Rick Sherman takes the guesswork out of creating systems that are cost-effective, reusable and essential for transforming raw data into valuable information for business decision-makers. After reading this book, you will be able to design the overall architecture for functioning business intelligence systems with the

supporting data warehousing and data-integration applications. You will have the information you need to get a project launched, developed, managed and delivered on time and on budget - turning the deluge of data into actionable information that fuels business knowledge. Finally, you'll give your career a boost by demonstrating an essential knowledge that puts corporate BI projects on a fast-track to success. Provides practical guidelines for building successful BI, DW and data integration solutions. Explains underlying BI, DW and data integration design, architecture and processes in clear, accessible language. Includes the complete project development lifecycle that can be applied at large enterprises as well as at small to medium-sized businesses Describes best practices and pragmatic approaches so readers can put them into action. Companion website includes templates and examples, further discussion of key topics, instructor materials, and references to trusted industry sources.

Healthcare Business Intelligence-Laura Madsen 2012-07-20 Solid business intelligence guidance uniquely designed for healthcare organizations Increasing regulatory pressures on healthcare organizations have created a national conversation on data, reporting and analytics in healthcare. Behind the scenes, business intelligence (BI) and data warehousing (DW) capabilities are key drivers that empower these functions. Healthcare Business Intelligence is designed as a guidebook for healthcare organizations dipping their toes into the areas of business intelligence and data warehousing. This volume is essential in how a BI capability can ease the increasing regulatory reporting pressures on all healthcare organizations. Explores the five tenets of healthcare business intelligence Offers tips for creating a BI team Identifies what healthcare organizations should focus on first Shows you how to gain support for your BI program Provides tools and techniques that will jump start your BI Program Explains how to market and maintain your BI Program The risk associated with doing BI/DW wrong is high, and failures are well documented. Healthcare Business Intelligence helps you get it right, with expert guidance on getting your BI program started and successfully keep it going.

Business Intelligence For Dummies-Swain Scheps 2011-02-04 You're

intelligent, right? So you've already figured out that Business Intelligence can be pretty valuable in making the right decisions about your business. But you've heard at least a dozen definitions of what it is, and heard of at least that many BI tools. Where do you start? Business Intelligence For Dummies makes BI understandable! It takes you step by step through the technologies and the alphabet soup, so you can choose the right technology and implement a successful BI environment. You'll see how the applications and technologies work together to access, analyze, and present data that you can use to make better decisions about your products, customers, competitors, and more. You'll find out how to: Understand the principles and practical elements of BI Determine what your business needs Compare different approaches to BI Build a solid BI architecture and roadmap Design, develop, and deploy your BI plan Relate BI to data warehousing, ERP, CRM, and e-commerce Analyze emerging trends and developing BI tools to see what else may be useful Whether you're the business owner or the person charged with developing and implementing a BI strategy, checking out Business Intelligence For Dummies is a good business decision.

Exam Prep for: Business Intelligence Guidebook; From Data ...-

Business Intelligence Roadmap-Larissa Terpeluk Moss 2003 This software will enable the user to learn about business intelligence roadmap.

Data Virtualization for Business Intelligence Systems-Rick F. van der Lans 2012 Annotation In this book, Rick van der Lans explains how data virtualization servers work, what techniques to use to optimize access to various data sources and how these products can be applied in different projects.

Business Intelligence-David Loshin 2012 Following the footsteps of the first edition, the second edition of Business Intelligence is a full overview of what comprises business intelligence. It is intended to provide an

introduction to the concepts to uncomplicate the learning process when implementing a business intelligence program. Over a relatively long lifetime (7 years), the current edition of book has received numerous accolades from across the industry for its straightforward introduction to both business and technical aspects of business intelligence. As an author, David Loshin has a distinct ability to translate challenging topics into a framework that is easily digestible by managers, business analysts, and technologists alike. In addition, his material has developed a following (such as the recent Master Data Management book) among practitioners and key figures in the industry (both analysts and vendors) and that magnifies our ability to convey the value of this book. Guides managers through developing, administering, or simply understanding business intelligence technology Keeps pace with the changes in best practices, tools, methods and processes used to transform an organization's data into actionable knowledge Contains a handy, quick-reference to technologies and terminology.

Principles of Data Integration-AnHai Doan 2012-06-25 How do you approach answering queries when your data is stored in multiple databases that were designed independently by different people? This is first comprehensive book on data integration and is written by three of the most respected experts in the field. This book provides an extensive introduction to the theory and concepts underlying today's data integration techniques, with detailed, instruction for their application using concrete examples throughout to explain the concepts. Data integration is the problem of answering queries that span multiple data sources (e.g., databases, web pages). Data integration problems surface in multiple contexts, including enterprise information integration, query processing on the Web, coordination between government agencies and collaboration between scientists. In some cases, data integration is the key bottleneck to making progress in a field. The authors provide a working knowledge of data integration concepts and techniques, giving you the tools you need to develop a complete and concise package of algorithms and applications. Offers a range of data integration solutions enabling you to focus on what is most relevant to the problem at hand Enables you to build your own algorithms and implement your own data integration applications

The Data Warehouse Toolkit-Ralph Kimball 2013-07-01 Updated new edition of Ralph Kimball's groundbreaking book on dimensional modeling for data warehousing and business intelligence! The first edition of Ralph Kimball's The Data Warehouse Toolkit introduced the industry to dimensional modeling, and now his books are considered the most authoritative guides in this space. This new third edition is a complete library of updated dimensional modeling techniques, the most comprehensive collection ever. It covers new and enhanced star schema dimensional modeling patterns, adds two new chapters on ETL techniques, includes new and expanded business matrices for 12 case studies, and more. Authored by Ralph Kimball and Margy Ross, known worldwide as educators, consultants, and influential thought leaders in data warehousing and business intelligence Begins with fundamental design recommendations and progresses through increasingly complex scenarios Presents unique modeling techniques for business applications such as inventory management, procurement, invoicing, accounting, customer relationship management, big data analytics, and more Draws real-world case studies from a variety of industries, including retail sales, financial services, telecommunications, education, health care, insurance, e-commerce, and more Design dimensional databases that are easy to understand and provide fast query response with The Data Warehouse Toolkit: The Definitive Guide to Dimensional Modeling, 3rd Edition.

Business Intelligence-Ramesh Sharda 2017-01-13 For courses on Business Intelligence or Decision Support Systems. A managerial approach to understanding business intelligence systems. To help future managers use and understand analytics, Business Intelligence provides students with a solid foundation of BI that is reinforced with hands-on practice.

Tableau Your Data!-Daniel G. Murray 2016-01-26 Get the most out of your data by getting more out of Tableau Tableau Your Data! shows you how to build dynamic, best of breed visualizations using the Tableau Software toolset. This comprehensive guide covers the core feature set for data analytics, and provides clear step-by-step guidance toward best practices

and advanced techniques that go way beyond the user manual. You'll learn how Tableau is different from traditional business information analysis tools, and how to navigate your way around the Tableau 9.0 desktop before delving into functions and calculations, as well as sharing with the Tableau Server. Coverage includes settings customization, data security, scaling, syntax, and more, with plenty of examples that simplify advanced techniques. Use cases demonstrate how Tableau is applied throughout the enterprise, so you can utilize these analysis tools across sales, marketing, operations, financials, and much more. The companion website features actual working models of the book's visualizations, plus a host of useful links to web-based resources that can help you customize your Tableau experience. Tableau is designed specifically to provide fast and easy visual analytics. The intuitive drag-and-drop interface helps you create interactive reports, dashboards, and visualizations, all without any special or advanced training. This book is your Tableau companion, helping you get the most out of this invaluable business toolset. Analyze data more effectively with Tableau Desktop Deploy visualizations to consumers throughout the enterprise Understand Tableau functions and calculations Leverage Tableau across every link in the value chain You need to make sense of your data before you can use it effectively to make good business decisions. Tableau helps you unlock the stories within the numbers, and Tableau Your Data! puts the software's full functionality right at your fingertips.

Applied Microsoft Business Intelligence-Patrick LeBlanc 2015-05-06 Leverage the integration of SQL Server and Office for more effective BI Applied Microsoft Business Intelligence shows you how to leverage the complete set of Microsoft tools—including Microsoft Office and SQL Server—to better analyze business data. This book provides best practices for building complete BI solutions using the full Microsoft toolset. You will learn how to effectively use SQL Server Analysis and Reporting Services, along with Excel, SharePoint, and other tools to provide effective and cohesive solutions for the enterprise. Coverage includes BI architecture, data queries, semantic models, multidimensional modeling, data analysis and visualization, performance monitoring, data mining, and more, to help you learn to perform practical business analysis and reporting. Written by an author team that includes a key member of the BI product team at Microsoft, this useful reference provides expert instruction for more effective use of the

Microsoft BI toolset. Use Microsoft BI suite cohesively for more effective enterprise solutions Search, analyze, and visualize data more efficiently and completely Develop flexible and scalable tabular and multidimensional models Monitor performance, build a BI portal, and deploy and manage the BI Solution

Business unIntelligence-Dr. Barry Devlin 2013-10-01 Business intelligence (BI) used to be so simple—in theory anyway. Integrate and copy data from your transactional systems into a specialized relational database, apply BI reporting and query tools and add business users. Job done. No longer. Analytics, big data and an array of diverse technologies have changed everything. More importantly, business is insisting on ever more value, ever faster from information and from IT in general. An emerging biz-tech ecosystem demands that business and IT work together. Business unIntelligence reflects the new reality that in today's socially complex and rapidly changing world, business decisions must be based on a combination of rational and intuitive thinking. Integrating cues from diverse information sources and tacit knowledge, decision makers create unique meaning to innovate heuristically at the speed of thought. This book provides a wealth of new models that business and IT can use together to design support systems for tomorrow's successful organizations. Dr. Barry Devlin, one of the earliest proponents of data warehousing, goes back to basics to explore how the modern trinity of information, process and people must be reinvented and restructured to deliver the value, insight and innovation required by modern businesses. From here, he develops a series of novel architectural models that provide a new foundation for holistic information use across the entire business. From discovery to analysis and from decision making to action taking, he defines a fully integrated, closed-loop business environment. Covering every aspect of business analytics, big data, collaborative working and more, this book takes over where BI ends to deliver the definitive framework for information use in the coming years. As the person who defined the conceptual framework and physical architecture for data warehousing in the 1980s, Barry Devlin has been an astute observer of the movement he initiated ever since. Now, in Business unIntelligence, Devlin provides a sweeping view of the past, present, and future of business intelligence, while delivering new conceptual and physical models for how to turn information into insights and action.

Reading Devlin's prose and vision of BI are comparable to reading Carl Sagan's view of the cosmos. The book is truly illuminating and inspiring. -- Wayne Eckerson, President, BI Leader Consulting Author, "Secrets of Analytical Leaders: Insights from Information Insiders"

Hyper-Gregory P. Steffine 2015-05-31 2016 eLIT GOLD AWARD - BEST BUSINESS REFERENCE BOOK NOMINATED FOR 2016 SMALL BUSINESS BOOK AWARD
Today, an organization's survival ultimately rests on how well (and fast!) it creates value. That's why decision-makers consistently rate business intelligence as one of their top investment priorities. They depend on information to help them compete in a world where disruption is a constant and speed an obsession. But recognizing the need for BI is one thing. Effectively using it to create value is an entirely different matter. **Hyper** is the essential quick-read guide for busy business and IT professionals struggling to make BI work. Packed with pragmatic advice, proven methods, and real-world tools, this book provides straight talk on how to finally deliver BI in a hyper-responsive, hyper-agile, and hyper-flexible way. Inside you will discover:
* Ways to overcome the 4 primary challenges associated with BI planning and execution
* Methods to create, validate, and communicate requirements that accelerate decision-making
* How to deliver quick wins that drive end-user adoption and long-lasting solutions
Plus, you'll find practical tips from years of hands-on field work. **Hyper** will change the way you think about, plan, and execute BI. For real results, real fast!
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Business Intelligence Strategy and Big Data Analytics-Steve Williams
2016-04-08
Business Intelligence Strategy and Big Data Analytics is written for business leaders, managers, and analysts - people who are involved with advancing the use of BI at their companies or who need to better understand what BI is and how it can be used to improve profitability. It is written from a general management perspective, and it draws on observations at 12 companies whose annual revenues range between \$500 million and \$20 billion. Over the past 15 years, my company has formulated vendor-neutral business-focused BI strategies and program execution plans in collaboration with manufacturers, distributors, retailers, logistics companies, insurers, investment companies, credit unions, and utilities, among others. It is through these experiences that we have validated business-driven BI strategy formulation methods and identified common enterprise BI program execution challenges. In recent years, terms like "big data" and "big data analytics" have been introduced into the business and technical lexicon. Upon close examination, the newer terminology is about the same thing that BI has always been about: analyzing the vast amounts of data that companies generate and/or purchase in the course of business as a means of improving profitability and competitiveness. Accordingly, we will use the terms BI and business intelligence throughout the book, and we will discuss the newer concepts like big data as appropriate. More broadly, the goal of this book is to share methods and observations that will help companies achieve BI success and thereby increase revenues, reduce costs, or both. Provides ideas for improving the business performance of one's company or business functions Emphasizes proven, practical, step-by-step methods that readers can readily apply in their companies Includes exercises and case studies with road-tested advice about formulating BI

strategies and program plans

Hands-On Business Intelligence with Qlik Sense-Pablo Labbe

2019-02-28 Create dynamic dashboards to bring interactive data visualization to your enterprise using Qlik Sense Key Features Implement various Qlik Sense features to create interactive dashboards Analyze data easily and make business decisions faster using Qlik Sense Perform self-service data analytics and geospatial analytics using an example-based approach Book Description Qlik Sense allows you to explore simple-to-complex data to reveal hidden insights and data relationships to make business-driven decisions. Hands-On Business Intelligence with Qlik Sense begins by helping you get to grips with underlying Qlik concepts and gives you an overview of all Qlik Sense's features. You will learn advanced modeling techniques and learn how to analyze the data loaded using a variety of visualization objects. You'll also be trained on how to share apps through Qlik Sense Enterprise and Qlik Sense Cloud and how to perform aggregation with AGGR. As you progress through the chapters, you'll explore the stories feature to create data-driven presentations and update an existing story. This book will guide you through the GeoAnalytics feature with the geo-mapping object and GeoAnalytics connector. Furthermore, you'll learn about the self-service analytics features and perform data forecasting using advanced analytics. Lastly, you'll deploy Qlik Sense apps for mobile and tablet. By the end of this book, you will be well-equipped to run successful business intelligence applications using Qlik Sense's functionality, data modeling techniques, and visualization best practices. What you will learn Discover how to load, reshape, and model data for analysis Apply data visualization practices to create stunning dashboards Make use of Python and R for advanced analytics Perform geo-analysis to create visualizations using native objects Learn how to work with AGGR and data stories Who this book is for If you're a data analyst, BI developer, or interested in business intelligence and want to gain practical experience of working on Qlik Sense, this book is for you. You'll also find it useful if you want to explore Qlik Sense's next-generation applications for self-service business intelligence. No prior experience of working with Qlik Sense is required.

Business Analytics for Managers-Gert Laursen 2010-07-13 "While business analytics sounds like a complex subject, this book provides a clear and non-intimidating overview of the topic. Following its advice will ensure that your organization knows the analytics it needs to succeed, and uses them in the service of key strategies and business processes. You too can go beyond reporting!"—Thomas H. Davenport, President's Distinguished Professor of IT and Management, Babson College; coauthor, *Analytics at Work: Smarter Decisions, Better Results* Deliver the right decision support to the right people at the right time Filled with examples and forward-thinking guidance from renowned BA leaders Gert Laursen and Jesper Thorlund, *Business Analytics for Managers* offers powerful techniques for making increasingly advanced use of information in order to survive any market conditions. Take a look inside and find: Proven guidance on developing an information strategy Tips for supporting your company's ability to innovate in the future by using analytics Practical insights for planning and implementing BA How to use information as a strategic asset Why BA is the next stepping-stone for companies in the information age today Discussion on BA's ever-increasing role Improve your business's decision making. Align your business processes with your business's objectives. Drive your company into a prosperous future. Taking BA from buzzword to enormous value-maker, *Business Analytics for Managers* helps you do it all with workable solutions that will add tremendous value to your business.

Microsoft Business Intelligence For Dummies-Ken Withee 2010-03-05 Learn to create an effective business strategy using Microsoft's BI stack Microsoft Business Intelligence tools are among the most widely used applications for gathering, providing access to, and analyzing data to enable the enterprise to make sound business decisions. The tools include SharePoint Server, the Office Suite, PerformancePoint Server, and SQL Server, among others. With so much jargon and so many technologies involved, *Microsoft Business Intelligence For Dummies* provides a much-needed step-by-step explanation of what's involved and how to use this powerful package to improve your business. Microsoft Business Intelligence encompasses a broad collection of tools designed to help business owners and managers direct the enterprise effectively This guide provides an overview of SharePoint, PerformancePoint, the SQL Server suite, Microsoft

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Office, and the BI development technologies Explains how the various technologies work together to solve functional problems Translates the buzzwords and shows you how to create your business strategy Examines related technologies including data warehousing, data marts, Online Analytical Processing (OLAP), data mining, reporting, dashboards, and Key Performance Indicators (KPIs) Simplifies this complex package to get you up and running quickly Microsoft Business Intelligence For Dummies demystifies these essential tools for enterprise managers, business analysts, and others who need to get up to speed.

Data Architecture: A Primer for the Data Scientist-W.H. Inmon 2019-04-30 Over the past 5 years, the concept of big data has matured, data science has grown exponentially, and data architecture has become a standard part of organizational decision-making. Throughout all this change, the basic principles that shape the architecture of data have remained the same. There remains a need for people to take a look at the "bigger picture" and to understand where their data fit into the grand scheme of things. Data Architecture: A Primer for the Data Scientist, Second Edition addresses the larger architectural picture of how big data fits within the existing information infrastructure or data warehousing systems. This is an essential topic not only for data scientists, analysts, and managers but also for researchers and engineers who increasingly need to deal with large and complex sets of data. Until data are gathered and can be placed into an existing framework or architecture, they cannot be used to their full potential. Drawing upon years of practical experience and using numerous examples and case studies from across various industries, the authors seek to explain this larger picture into which big data fits, giving data scientists the necessary context for how pieces of the puzzle should fit together. New case studies include expanded coverage of textual management and analytics New chapters on visualization and big data Discussion of new visualizations of the end-state architecture

A Citizen's Guide to Artificial Intelligence-John Zerilli 2021-02-23 "An accessible overview of the threats and opportunities inherent in automated decision making in academia, government, and industry"--

Decision Support, Analytics, and Business Intelligence, Third Edition-Daniel J. Power 2017-06-08 Rapid technology change is impacting organizations large and small. Mobile and Cloud computing, the Internet of Things (IoT), and "Big Data" are driving forces in organizational digital transformation. Decision support and analytics are available to many people in a business or organization. Business professionals need to learn about and understand computerized decision support for organizations to succeed. This text is targeted to busy managers and students who need to grasp the basics of computerized decision support, including: What is analytics? What is a decision support system? What is "Big Data"? What are "Big Data" business use cases? Overall, it addresses 61 fundamental questions. In a short period of time, readers can "get up to speed" on decision support, analytics, and business intelligence. The book then provides a quick reference to important recurring questions.

The Data Revolution-Rob Kitchin 2014-08-18 "Carefully distinguishing between big data and open data, and exploring various data infrastructures, Kitchin vividly illustrates how the data landscape is rapidly changing and calls for a revolution in how we think about data." - Evelyn Ruppert, Goldsmiths, University of London "Deconstructs the hype around the 'data revolution' to carefully guide us through the histories and the futures of 'big data.' The book skilfully engages with debates from across the humanities, social sciences, and sciences in order to produce a critical account of how data are enmeshed into enormous social, economic, and political changes that are taking place." - Mark Graham, University of Oxford Traditionally, data has been a scarce commodity which, given its value, has been either jealously guarded or expensively traded. In recent years, technological developments and political lobbying have turned this position on its head. Data now flow as a deep and wide torrent, are low in cost and supported by robust infrastructures, and are increasingly open and accessible. A data revolution is underway, one that is already reshaping how knowledge is produced, business conducted, and governance enacted, as well as raising many questions concerning surveillance, privacy, security, profiling, social sorting, and intellectual property rights. In contrast to the hype and hubris of much media and business coverage, The Data Revolution provides a

synoptic and critical analysis of the emerging data landscape. Accessible in style, the book provides: A synoptic overview of big data, open data and data infrastructures An introduction to thinking conceptually about data, data infrastructures, data analytics and data markets A critical discussion of the technical shortcomings and the social, political and ethical consequences of the data revolution An analysis of the implications of the data revolution to academic, business and government practices

Human + Machine-Paul R. Daugherty 2018-03-20 AI is radically transforming business. Are you ready? Look around you. Artificial intelligence is no longer just a futuristic notion. It's here right now--in software that senses what we need, supply chains that "think" in real time, and robots that respond to changes in their environment. Twenty-first-century pioneer companies are already using AI to innovate and grow fast. The bottom line is this: Businesses that understand how to harness AI can surge ahead. Those that neglect it will fall behind. Which side are you on? In *Human + Machine*, Accenture leaders Paul R. Daugherty and H. James (Jim) Wilson show that the essence of the AI paradigm shift is the transformation of all business processes within an organization--whether related to breakthrough innovation, everyday customer service, or personal productivity habits. As humans and smart machines collaborate ever more closely, work processes become more fluid and adaptive, enabling companies to change them on the fly--or to completely reimagine them. AI is changing all the rules of how companies operate. Based on the authors' experience and research with 1,500 organizations, the book reveals how companies are using the new rules of AI to leap ahead on innovation and profitability, as well as what you can do to achieve similar results. It describes six entirely new types of hybrid human + machine roles that every company must develop, and it includes a "leader's guide" with the five crucial principles required to become an AI-fueled business. *Human + Machine* provides the missing and much-needed management playbook for success in our new age of AI. **BOOK PROCEEDS FOR THE AI GENERATION** The authors' goal in publishing *Human + Machine* is to help executives, workers, students and others navigate the changes that AI is making to business and the economy. They believe AI will bring innovations that truly improve the way the world works and lives. However, AI will cause disruption, and many people will need education, training and support to

prepare for the newly created jobs. To support this need, the authors are donating the royalties received from the sale of this book to fund education and retraining programs focused on developing fusion skills for the age of artificial intelligence.

Data Mining for Business Intelligence-Galit Shmueli 2006-12-11 Learn how to develop models for classification, prediction, and customer segmentation with the help of *Data Mining for Business Intelligence* In today's world, businesses are becoming more capable of accessing their ideal consumers, and an understanding of data mining contributes to this success. *Data Mining for Business Intelligence*, which was developed from a course taught at the Massachusetts Institute of Technology's Sloan School of Management, and the University of Maryland's Smith School of Business, uses real data and actual cases to illustrate the applicability of data mining intelligence to the development of successful business models. Featuring XLMiner, the Microsoft Office Excel add-in, this book allows readers to follow along and implement algorithms at their own speed, with a minimal learning curve. In addition, students and practitioners of data mining techniques are presented with hands-on, business-oriented applications. An abundant amount of exercises and examples are provided to motivate learning and understanding. *Data Mining for Business Intelligence*: Provides both a theoretical and practical understanding of the key methods of classification, prediction, reduction, exploration, and affinity analysis Features a business decision-making context for these key methods Illustrates the application and interpretation of these methods using real business cases and data This book helps readers understand the beneficial relationship that can be established between data mining and smart business practices, and is an excellent learning tool for creating valuable strategies and making wiser business decisions.

Learning Tableau 2019-Joshua N. Milligan 2019-03-27 *Tableau 2019* is the gold standard of business intelligence and visual analytics. It empowers rapid data visualization and advanced analytics with charts, graphs, dashboards, and powerful analytic tools. This book lays a strong foundation of the Tableau paradigm and builds to advanced topics, including Tableau Prep, to make you an expert.

Influence and Persuasion (HBR Emotional Intelligence Series)-

Harvard Business Review 2017-11-14 Changing hearts is an important part of changing minds. Research shows that appealing to human emotion can help you make your case and build your authority as a leader. This book highlights that research and shows you how to act on it, presenting both comprehensive frameworks for developing influence and small, simple tactics you can use to convince others every day. This volume includes the work of: Nick Morgan Robert Cialdini Linda A. Hill Nancy Duarte This collection of articles includes "Understand the Four Components of Influence," by Nick Morgan; "Harnessing the Science of Persuasion," by Robert Cialdini; "Three Things Managers Should Be Doing Every Day," by Linda A. Hill and Kent Lineback; "Learning Charisma," by John Antonakis, Marika Fenley, and Sue Liechti; "To Win People Over, Speak to Their Wants and Needs," by Nancy Duarte; "Storytelling That Moves People," an interview with Robert McKee by Bronwyn Fryer; "The Surprising Persuasiveness of a Sticky Note," by Kevin Hogan; and "When to Sell with Facts and Figures, and When to Appeal to Emotions," by Michael D. Harris. How to be human at work. The HBR Emotional Intelligence Series features smart, essential reading on the human side of professional life from the pages of Harvard Business Review. Each book in the series offers proven research showing how our emotions impact our work lives, practical advice for managing difficult people and situations, and inspiring essays on what it means to tend to our emotional well-being at work. Uplifting and practical, these books describe the social skills that are critical for ambitious professionals to master.

Agile Data Warehouse Design-Lawrence Corr 2011-11 Agile Data Warehouse Design is a step-by-step guide for capturing data warehousing/business intelligence (DW/BI) requirements and turning them into high performance dimensional models in the most direct way: by modelstorming (data modeling] brainstorming) with BI stakeholders. This book describes BEAM, an agile approach to dimensional modeling, for improving communication between data warehouse designers, BI stakeholders and the whole DW/BI development team. BEAM provides tools and techniques that will encourage DW/BI designers and developers to

move away from their keyboards and entity relationship based tools and model interactively with their colleagues. The result is everyone thinks dimensionally from the outset! Developers understand how to efficiently implement dimensional modeling solutions. Business stakeholders feel ownership of the data warehouse they have created, and can already imagine how they will use it to answer their business questions. Within this book, you will learn: Agile dimensional modeling using Business Event Analysis & Modeling (BEAM) Modelstorming: data modeling that is quicker, more inclusive, more productive, and frankly more fun! Telling dimensional data stories using the 7Ws (who, what, when, where, how many, why and how) Modeling by example not abstraction; using data story themes, not crow's feet, to describe detail Storyboarding the data warehouse to discover conformed dimensions and plan iterative development Visual modeling: sketching timelines, charts and grids to model complex process measurement - simply Agile design documentation: enhancing star schemas with BEAM dimensional shorthand notation Solving difficult DW/BI performance and usability problems with proven dimensional design patterns LawrenceCorr is a data warehouse designer and educator. As Principal of DecisionOne Consulting, he helps clients to review and simplify their data warehouse designs, and advises vendors on visual data modeling techniques. He regularly teaches agile dimensional modeling courses worldwide and has taught dimensional DW/BI skills to thousands of students. Jim Stagnitto is a data warehouse and master data management architect specializing in the healthcare, financial services, and information service industries. He is the founder of the data warehousing and data mining consulting firm Llumino.

Python Data Science Handbook-Jake VanderPlas 2016-11-21 For many researchers, Python is a first-class tool mainly because of its libraries for storing, manipulating, and gaining insight from data. Several resources exist for individual pieces of this data science stack, but only with the Python Data Science Handbook do you get them all—IPython, NumPy, Pandas, Matplotlib, Scikit-Learn, and other related tools. Working scientists and data crunchers familiar with reading and writing Python code will find this comprehensive desk reference ideal for tackling day-to-day issues: manipulating, transforming, and cleaning data; visualizing different types of data; and using data to build statistical or machine learning models. Quite

simply, this is the must-have reference for scientific computing in Python. With this handbook, you'll learn how to use: IPython and Jupyter: provide computational environments for data scientists using Python NumPy: includes the ndarray for efficient storage and manipulation of dense data arrays in Python Pandas: features the DataFrame for efficient storage and manipulation of labeled/columnar data in Python Matplotlib: includes capabilities for a flexible range of data visualizations in Python Scikit-Learn: for efficient and clean Python implementations of the most important and established machine learning algorithms

Interpretable Machine Learning-Christoph Molnar 2019

Handbook of Research on Engineering, Business, and Healthcare Applications of Data Science and Analytics-Patil, Bhushan 2020-10-23 Analyzing data sets has continued to be an invaluable application for numerous industries. By combining different algorithms, technologies, and systems used to extract information from data and solve complex problems, various sectors have reached new heights and have changed our world for the better. The Handbook of Research on Engineering, Business, and Healthcare Applications of Data Science and Analytics is a collection of innovative research on the methods and applications of data analytics. While highlighting topics including artificial intelligence, data security, and information systems, this book is ideally designed for researchers, data analysts, data scientists, healthcare administrators, executives, managers, engineers, IT consultants, academicians, and students interested in the potential of data application technologies.

Decision Support Systems for Business Intelligence-Vicki L. Sauter 2014-08-21 Praise for the First Edition "This is the most usable decision support systems text. [i]t is far better than any other text in the field" —ComputingReviews Computer-based systems known as decision support systems (DSS) play a vital role in helping professionals across various fields of practice understand what information is needed, when it is needed, and in what form in order to make smart and valuable business decisions. Providing

a unique combination of theory, applications, and technology, Decision Support Systems for Business Intelligence, Second Edition supplies readers with the hands-on approach that is needed to understand the implications of theory to DSS design as well as the skills needed to construct a DSS. This new edition reflects numerous advances in the field as well as the latest related technological developments. By addressing all topics on three levels—general theory, implications for DSS design, and code development—the author presents an integrated analysis of what every DSS designer needs to know. This Second Edition features: Expanded coverage of data mining with new examples Newly added discussion of business intelligence and transnational corporations Discussion of the increased capabilities of databases and the significant growth of user interfaces and models Emphasis on analytics to encourage DSS builders to utilize sufficient modeling support in their systems A thoroughly updated section on data warehousing including architecture, data adjustment, and data scrubbing Explanations and implications of DSS differences across cultures and the challenges associated with transnational systems Each chapter discusses various aspects of DSS that exist in real-world applications, and one main example of a DSS to facilitate car purchases is used throughout the entire book. Screenshots from JavaScript® and Adobe® ColdFusion are presented to demonstrate the use of popular software packages that carry out the discussed techniques, and a related Web site houses all of the book's figures along with demo versions of decision support packages, additional examples, and links to developments in the field. Decision Support Systems for Business Intelligence, Second Edition is an excellent book for courses on information systems, decision support systems, and data mining at the advanced undergraduate and graduate levels. It also serves as a practical reference for professionals working in the fields of business, statistics, engineering, and computer technology.

The Definitive Guide to DAX-Alberto Ferrari 2015-10-14 This comprehensive and authoritative guide will teach you the DAX language for business intelligence, data modeling, and analytics. Leading Microsoft BI consultants Marco Russo and Alberto Ferrari help you master everything from table functions through advanced code and model optimization. You'll learn exactly what happens under the hood when you run a DAX expression, how DAX behaves differently from other languages, and how to use this

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knowledge to write fast, robust code. If you want to leverage all of DAX's remarkable power and flexibility, this no-compromise "deep dive" is exactly what you need. Perform powerful data analysis with DAX for Microsoft SQL Server Analysis Services, Excel, and Power BI Master core DAX concepts, including calculated columns, measures, and error handling Understand evaluation contexts and the CALCULATE and CALCULATETABLE functions Perform time-based calculations: YTD, MTD, previous year, working days, and more Work with expanded tables, complex functions, and elaborate DAX expressions Perform calculations over hierarchies, including parent/child hierarchies Use DAX to express diverse and unusual relationships Measure DAX query performance with SQL Server Profiler and DAX Studio

Business Intelligence Certification Guide-IBM Redbooks 2000-01-01

Introducing Microsoft Power BI-Alberto Ferrari 2016-07-07 This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Introducing Microsoft Power BI enables you to evaluate when and how to use Power BI. Get inspired to improve business processes in your company by leveraging the available analytical and collaborative features of this environment. Be sure to watch for the publication of Alberto Ferrari and Marco Russo's upcoming retail book, *Analyzing Data with Power BI and Power Pivot for Excel* (ISBN 9781509302765). Go to the book's page at the Microsoft Press Store here for more details:<http://aka.ms/analyzingdata/details>. Learn more about Power BI at <https://powerbi.microsoft.com/>.

Dimensional Modeling: In a Business Intelligence Environment-Chuck Ballard 2012-07-31 In this IBM Redbooks publication we describe and demonstrate dimensional data modeling techniques and technology, specifically focused on business intelligence and data warehousing. It is to help the reader understand how to design, maintain, and use a dimensional model for data warehousing that can provide the data access and

performance required for business intelligence. Business intelligence is comprised of a data warehousing infrastructure, and a query, analysis, and reporting environment. Here we focus on the data warehousing infrastructure. But only a specific element of it, the data model - which we consider the base building block of the data warehouse. Or, more precisely, the topic of data modeling and its impact on the business and business applications. The objective is not to provide a treatise on dimensional modeling techniques, but to focus at a more practical level. There is technical content for designing and maintaining such an environment, but also business content. For example, we use case studies to demonstrate how dimensional modeling can impact the business intelligence requirements for your business initiatives. In addition, we provide a detailed discussion on the query aspects of BI and data modeling. For example, we discuss query optimization and how you can determine performance of the data model prior to implementation. You need a solid base for your data warehousing infrastructure . . . a solid data model.

Microsoft Power BI Cookbook-Brett Powell 2017-09-27 Get more out of Microsoft Power BI turning your data into actionable insights About This Book From connecting to your data sources to developing and deploying immersive, mobile-ready dashboards and visualizations, this book covers it all Over 90 hands-on, technical recipes, tips, and use cases from across the Power BI platform including the Power BI Service and Mobile Applications Proven development techniques and guidance for implementing custom solutions with DAX and M languages Who This Book Is For This book is for BI professionals who wish to enhance their knowledge of Power BI beyond and to enhance the value of the Power BI solutions they deliver to business users. Those who are looking at quick solutions to common problems while using Power BI will also find this book to be a very useful resource .Some experience with Power BI will be useful. What You Will Learn Cleanse, stage, and integrate your data sources with Power BI Abstract data complexities and provide users with intuitive, self-service BI capabilities Build business logic and analysis into your solutions via the DAX programming language and dynamic, dashboard-ready calculations Take advantage of the analytics and predictive capabilities of Power BI Make your solutions more dynamic and user specific and/or defined including use cases of parameters, functions, and row level security Understand the

differences and implications of DirectQuery, Live Connections, and Import-Mode Power BI datasets and how to deploy content to the Power BI Service and schedule refreshes Integrate other Microsoft data tools such as Excel and SQL Server Reporting Services into your Power BI solution In Detail Microsoft Power BI is a business intelligence and analytics platform consisting of applications and services designed to provide coherent, visual and interactive insights of data. This book will provide thorough, technical examples of using all primary Power BI tools and features as well as demonstrate high impact end-to-end solutions that leverage and integrate these technologies and services. Get familiar with Power BI development tools and services, go deep into the data connectivity and transformation, modeling, visualization and analytical capabilities of Power BI, and see Power BI's functional programming languages of DAX and M come alive to deliver powerful solutions to address common, challenging scenarios in business intelligence. This book will excite and empower you to get more out of Power BI via detailed recipes, advanced design and development tips, and guidance on enhancing existing Power BI projects. Style and approach This book consists of practical recipes on Power BI that target novices as well as intermediate Power BI users. It goes deep into the technical issues, covers additional protocols, and many more real-live examples.

Best Practices in Data Cleaning-Jason W. Osborne 2012-01-10 Many researchers jump from data collection directly into testing hypothesis without realizing these tests can go profoundly wrong without clean data. This book provides a clear, accessible, step-by-step process of important best practices in preparing for data collection, testing assumptions, and examining and cleaning data in order to decrease error rates and increase both the power and replicability of results. Jason W. Osborne, author of the

handbook Best Practices in Quantitative Methods (SAGE, 2008) provides easily-implemented suggestions that are evidence-based and will motivate change in practice by empirically demonstrating—for each topic—the benefits of following best practices and the potential consequences of not following these guidelines.

Performance Dashboards-Wayne W. Eckerson 2005-10-27 Tips, techniques, and trends on how to use dashboard technology to optimize business performance Business performance management is a hot new management discipline that delivers tremendous value when supported by information technology. Through case studies and industry research, this book shows how leading companies are using performance dashboards to execute strategy, optimize business processes, and improve performance. Wayne W. Eckerson (Hingham, MA) is the Director of Research for The Data Warehousing Institute (TDWI), the leading association of business intelligence and data warehousing professionals worldwide that provide high-quality, in-depth education, training, and research. He is a columnist for SearchCIO.com, DM Review, Application Development Trends, the Business Intelligence Journal, and TDWI Case Studies & Solution.

Python for Data Analysis-Wes McKinney 2013 Presents case studies and instructions on how to solve data analysis problems using Python.