

Successful Business Intelligence Second Edition Unlock The Value Of Bi Big Data

Business intelligence applications are of vital importance as they help organizations manage, develop, and communicate intangible assets such as information and knowledge. Organizations that have undertaken business intelligence initiatives have benefited from increases in revenue, as well as significant cost savings. Business Intelligence and Agile Methodologies for Knowledge-Based Organizations: Cross-Disciplinary Applications highlights the marriage between business intelligence and knowledge management through the use of agile methodologies. Through its fifteen chapters, this book offers perspectives on the integration between process modeling, agile methodologies, business intelligence, knowledge management, and strategic management. Business intelligence is a broad category of applications and technologies for gathering, providing access to, and analyzing data for the purpose of helping enterprise users make better business decisions. The term implies having a comprehensive knowledge of all factors that affect a business, such as customers, competitors, business partners, economic environment, and internal

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operations, therefore enabling optimal decisions to be made. Business Intelligence provides readers with an introduction and practical guide to the mathematical models and analysis methodologies vital to business intelligence. This book: Combines detailed coverage with a practical guide to the mathematical models and analysis methodologies of business intelligence. Covers all the hot topics such as data warehousing, data mining and its applications, machine learning, classification, supply optimization models, decision support systems, and analytical methods for performance evaluation. Is made accessible to readers through the careful definition and introduction of each concept, followed by the extensive use of examples and numerous real-life case studies. Explains how to utilise mathematical models and analysis models to make effective and good quality business decisions. This book is aimed at postgraduate students following data analysis and data mining courses. Researchers looking for a systematic and broad coverage of topics in operations research and mathematical models for decision-making will find this an invaluable guide.

"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

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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.

Managing data continues to grow as a necessity for modern organizations. There are seemingly infinite

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opportunities for organic growth, reduction of costs, and creation of new products and services. It has become apparent that none of these opportunities can happen smoothly without data governance. The cost of exponential data growth and privacy / security concerns are becoming burdensome. Organizations will encounter unexpected consequences in new sources of risk. The solution to these challenges is also data governance; ensuring balance between risk and opportunity. Data Governance, Second Edition, is for any executive, manager or data professional who needs to understand or implement a data governance program. It is required to ensure consistent, accurate and reliable data across their organization. This book offers an overview of why data governance is needed, how to design, initiate, and execute a program and how to keep the program sustainable. This valuable resource provides comprehensive guidance to beginning professionals, managers or analysts looking to improve their processes, and advanced students in Data Management and related courses. With the provided framework and case studies all professionals in the data governance field will gain key insights into launching successful and money-saving data governance program. Incorporates industry changes, lessons learned and new approaches Explores various ways in which data analysts and managers can ensure consistent,

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accurate and reliable data across their organizations
Includes new case studies which detail real-world situations
Explores all of the capabilities an organization must adopt to become data driven
Provides guidance on various approaches to data governance, to determine whether an organization should be low profile, central controlled, agile, or traditional
Provides guidance on using technology and separating vendor hype from sincere delivery of necessary capabilities
Offers readers insights into how their organizations can improve the value of their data, through data quality, data strategy and data literacy
Provides up to 75% brand-new content compared to the first edition

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,

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andresearch. He is a columnist for SearchCIO.com, DM Review,Application Development Trends, the Business Intelligence Journal,and TDWI Case Studies & Solution.

Data Mining for Business Analytics: Concepts, Techniques, and Applications in Python presents an applied approach to data mining concepts and methods, using Python software for illustration Readers will learn how to implement a variety of popular data mining algorithms in Python (a free and open-source software) to tackle business problems and opportunities. This is the sixth version of this successful text, and the first using Python. It covers both statistical and machine learning algorithms for prediction, classification, visualization, dimension reduction, recommender systems, clustering, text mining and network analysis. It also includes: A new co-author, Peter Gedeck, who brings both experience teaching business analytics courses using Python, and expertise in the application of machine learning methods to the drug-discovery process A new section on ethical issues in data mining Updates and new material based on feedback from instructors teaching MBA, undergraduate, diploma and executive courses, and from their students More than a dozen case studies demonstrating applications for the data mining techniques described End-of-chapter exercises that help readers gauge and expand their comprehension

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and competency of the material presented. A companion website with more than two dozen data sets, and instructor materials including exercise solutions, PowerPoint slides, and case solutions. *Data Mining for Business Analytics: Concepts, Techniques, and Applications in Python* is an ideal textbook for graduate and upper-undergraduate level courses in data mining, predictive analytics, and business analytics. This new edition is also an excellent reference for analysts, researchers, and practitioners working with quantitative methods in the fields of business, finance, marketing, computer science, and information technology. “This book has by far the most comprehensive review of business analytics methods that I have ever seen, covering everything from classical approaches such as linear and logistic regression, through to modern methods like neural networks, bagging and boosting, and even much more business specific procedures such as social network analysis and text mining. If not the bible, it is at the least a definitive manual on the subject.” —Gareth M. James, University of Southern California and co-author (with Witten, Hastie and Tibshirani) of the best-selling book *An Introduction to Statistical Learning, with Applications in R*. Business professionals who want to advance their careers need to have a strong understanding of how to utilize business intelligence. This new book provides a comprehensive introduction to the basic

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business and technical concepts they'll need to know. It integrates case studies that demonstrate how to apply the material. Business professionals will also find suggested further readings that will develop their knowledge and help them succeed. 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

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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.

Do you enjoy completing puzzles? Perhaps one of the most challenging (yet rewarding) puzzles is delivering a successful data warehouse suitable for data mining and analytics. The Analytical Puzzle describes an unbiased, practical, and comprehensive approach to building a data warehouse which will lead to an increased level of business intelligence within your organization. New technologies continuously impact this approach and therefore this book explains how to leverage

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big data, cloud computing, data warehouse appliances, data mining, predictive analytics, data visualization and mobile devices. Here are the main objectives for each of the book's 19 chapters:

- Chapter 1: Develop a foundational knowledge of data warehousing, business intelligence and analytics
- Chapter 2: Build the business case needed to sell your data warehousing project, and then produce a project plan that avoids common pitfalls
- Chapter 3: Elicit and organize business intelligence and data warehousing business requirements
- Chapter 4: Specify the technical architecture of the data warehousing system, including software and infrastructure components, technology stack, and non-functional requirements. Gain an understanding of cloud based data warehousing and data warehouse appliances
- Chapter 5: Learn about data attributes including metrics and key performance indicators (KPIs), the raw material of data warehousing and business intelligence
- Chapter 6: Learn about data modeling and how to apply design patterns for each part of the data warehouse
- Chapter 7: Speak the dimensional modeling language of measures, dimensions, facts, cubes, stars, and snowflakes
- Chapter 8: Organize a successful data governance program. Learn how to manage metadata for your data warehousing and business intelligence project
- Chapter 9: Identify useful data sources and implement a data quality program
- Chapter 10: Use database technology for your data warehousing project, and understand the impact of data warehouse appliances, big data, in memory databases, columnar databases and OnLine Analytical Processing (OLAP)
- Chapter 11: Apply data integration and understand the role data mapping, data cleansing, data transformation, and loading data play in a successful data warehouse
- Chapter 12: Use the business intelligence (BI) operations of slice, dice, drill down, roll up, and pivot to analyze and present data
- Chapter 13: Learn

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about descriptive and predictive statistics, and calculate mean, median, mode, variance and standard deviation • Chapter 14: Harness analytical methods such as regression analysis, data mining, and statistics to make profitable decisions and anticipate the future • Chapter 15: Appreciate the components and design patterns that compose a successful analytic application • Chapter 16: Gain an understanding of the uses and benefits of scorecards and dashboards including support of mobile device users • Chapter 17: Gain insight into applications of business intelligence that could profit your organization, including risk management, finance, marketing, government, healthcare, science and sports • Chapter 18: Perform customer analytics to better understand and segment your customers • Chapter 19: Test, roll out, and sustain the data warehouse

Using Agile methods, you can bring far greater innovation, value, and quality to any data warehousing (DW), business intelligence (BI), or analytics project. However, conventional Agile methods must be carefully adapted to address the unique characteristics of DW/BI projects. In Agile Analytics, Agile pioneer Ken Collier shows how to do just that. Collier introduces platform-agnostic Agile solutions for integrating infrastructures consisting of diverse operational, legacy, and specialty systems that mix commercial and custom code. Using working examples, he shows how to manage analytics development teams with widely diverse skill sets and how to support enormous and fast-growing data volumes. Collier's techniques offer optimal value whether your projects involve "back-end" data management, "front-end" business analysis, or both. Part I focuses on Agile project management techniques and delivery team coordination, introducing core practices that shape the way your Agile DW/BI project community can collaborate toward success Part II presents technical methods for enabling continuous delivery of

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business value at production-quality levels, including evolving superior designs; test-driven DW development; version control; and project automation Collier brings together proven solutions you can apply right now--whether you're an IT decision-maker, data warehouse professional, database administrator, business intelligence specialist, or database developer. With his help, you can mitigate project risk, improve business alignment, achieve better results--and have fun along the way.

Successful Business Intelligence, Second Edition Unlock the Value of BI & Big Data McGraw Hill Professional

This software will enable the user to learn about business intelligence roadmap.

Too many organizations invest in performance management and business intelligence projects, without first establishing the needed conditions to ensure success. But the organizations that lay the groundwork for effective change first reap the benefits. In Profiles in Performance: Business Intelligence Journeys and the Road Map for Change, Howard Dresner (author of The Performance Management Revolution) worked with several extraordinary organizations to understand their thriving "performance-directed culture." In doing so, he developed a unique maturity model--which served as both a filter to select candidates and as a lens to examine accomplishments. Interviews with people from all sides of the organization: business users, finance, senior management and the IT department Provides a complete picture of their progress from inception to current state The models, analyses and real world accounts from these cases will be an invaluable resource to any organization hoping to improve or initiate their own performance-directed culture. Knowledge Management has evolved into one of the most important streams of management research, affecting organizations of all types at many different levels. The

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Encyclopedia of Knowledge Management, Second Edition provides a compendium of terms, definitions and explanations of concepts, processes and acronyms addressing the challenges of knowledge management. This two-volume collection covers all aspects of this critical discipline, which range from knowledge identification and representation, to the impact of Knowledge Management Systems on organizational culture, to the significant integration and cost issues being faced by Human Resources, MIS/IT, and production departments.

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

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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

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.

Between the high-level concepts of business

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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,

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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.

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

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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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Microsoft Power BI Quick Start Guide, Second Edition gets you up to speed with Power BI quickly, enabling you to derive actionable insights from your data using the data visualization capabilities of Microsoft Power BI within a short span of time.

Business intelligence (BI) has evolved over several years as organizations have extended their online transaction processing (OLTP) capabilities and applications to support their routine operations. With online analytical processing (OLAP), organizations have also established the capability to extract internal and external data from a variety of sources to specifically obtain intelligence about non-routine and often less-structured arrangements. BI therefore refers to applications and technologies that are used to gather, provide access to, and analyze data and

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information about the operations of an organization. It has the capability of providing comprehensive insight into the more volatile factors affecting the business and its operations, thereby facilitating enhanced decision-making quality and contributing to the creation of business value. Larger and more sophisticated organizations have long been exploiting these capabilities. Business Intelligence for Small and Medium-Sized Enterprises (SMEs) guides SMEs in replicating this experience to provide an agile roadmap toward business sustainability. The book points out that successful BI implementations have generated significant increases in revenue and cost savings, however, the failure rates are also very high. More importantly, it emphasizes that a full range of BI capabilities is not the exclusive purview of large organizations. It shows how SMEs make extensive use of BI techniques to develop the kind of agility endowing them with the organizational capability to sense and respond to opportunities and threats in an increasingly dynamic business environment. It points to the way to a market environment in which smaller organizations could have a larger role. In particular, the book explains that by establishing the agility to leverage internal and external data and information assets, SMEs can enhance their competitiveness by having a comprehensive understanding of the key to an agile roadmap for business sustainability.

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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

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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.

Data warehousing is one of the hottest business topics, and there's more to understanding data warehousing technologies than you might think. Find out the basics of data warehousing and how it facilitates data mining and business intelligence with Data Warehousing For Dummies, 2nd Edition. Data

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is probably your company's most important asset, so your data warehouse should serve your needs. The fully updated Second Edition of Data Warehousing For Dummies helps you understand, develop, implement, and use data warehouses, and offers a sneak peek into their future. You'll learn to:

- Analyze top-down and bottom-up data warehouse designs
- Understand the structure and technologies of data warehouses, operational data stores, and data marts
- Choose your project team and apply best development practices to your data warehousing projects
- Implement a data warehouse, step by step, and involve end-users in the process
- Review and upgrade existing data storage to make it serve your needs
- Comprehend OLAP, column-wise databases, hardware assisted databases, and middleware
- Use data mining intelligently and find what you need
- Make informed choices about consultants and data warehousing products

Data Warehousing For Dummies, 2nd Edition also shows you how to involve users in the testing process and gain valuable feedback, what it takes to successfully manage a data warehouse project, and how to tell if your project is on track. You'll find it's the most useful source of data on the topic!

Aligning business intelligence (BI) infrastructure with strategy processes not only improves your organization's ability to respond to change, but also adds significant value to your BI infrastructure and

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development investments. Until now, there has been a need for a comprehensive book on business analysis for BI that starts with a macro view and

Praise for Successful Business Intelligence "If you want to be an analytical competitor, you've got to go well beyond business intelligence technology. Cindi Howson has wrapped up the needed advice on technology, organization, strategy, and even culture in a neat package. It's required reading for quantitatively oriented strategists and the technologists who support them." --Thomas H. Davenport, President's Distinguished Professor, Babson College and co-author, *Competing on Analytics* "When used strategically, business intelligence can help companies transform their organization to be more agile, more competitive, and more profitable. Successful Business Intelligence offers valuable guidance for companies looking to embark upon their first BI project as well as those hoping to maximize their current deployments." --John Schwarz, CEO, Business Objects "A thoughtful, clearly written, and carefully researched examination of all facets of business intelligence that your organization needs to know to run its business more intelligently and exploit information to its fullest extent." --Wayne Eckerson, Director, TDWI Research "Using real-world examples, Cindi Howson shows you how to use business intelligence to improve the performance, and the quality, of your

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company." --Bill Baker, Distinguished Engineer & GM, Business Intelligence Applications, Microsoft Corporation "This book outlines the key steps to make BI an integral part of your company's culture and demonstrates how your company can use BI as a competitive differentiator." --Robert VanHees, CFO, Corporate Express "Given the trend to expand the business analytics user base, organizations are faced with a number of challenges that affect the success rate of these projects. This insightful book provides practical advice on improving that success rate." --Dan Vesset, Vice President, Business Analytics Solution Research, IDC

Every few years, there is a technological trend that leads to the creation of thousands of startups and/or new businesses. At present, we can say without any doubt that one of these trends is Machine Learning (Artificial Intelligence). There is a very powerful reason that this is happening. Currently, we are transitioning from the industrial economy born in the late nineteenth century to a new digital economy centered on data. In this data economy, the success of an organization depends to a large extent on how it uses data to make better decisions. Therefore, leading companies are starting to use their data and Machine Learning algorithms to improve their business processes and, consequently, their results. To put it in context, McKinsey (one of the leading Management Consulting companies worldwide) tells us that "Tech giants including Baidu and Google are spending between \$20B to \$30B on AI, with 90% of this spent on R&D and deployment, and 10% on AI acquisitions". Amazing, right? Can you imagine capturing one-thousandth of these investments with

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a new startup or a new business model? Well, that is the main objective of this course: explaining the key concepts of Machine Learning in a very practical way, along with the methods needed for creating disruptive Business Models based on said Tech Trend. That way, you can take advantage of this tremendous opportunity and become a successful businessperson or entrepreneur.

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. The second edition features updated information on data mining, text and web mining, and implementation and emerging technologies.

Coauthored by two internationally renowned educators and researchers, this resource helps teachers strengthen their classroom practice with lessons that promote successful intelligence—a set of abilities that allow students to adapt and succeed within their environment, make the most of their strengths, and learn to compensate for their weaknesses.

Business Intelligence: The Savvy Managers Guide, Second Edition, discusses the objectives and practices for designing and deploying a business intelligence (BI) program. It looks at the basics of a BI program, from the value of information and the mechanics of planning for success to data model infrastructure, data preparation, data analysis, integration, knowledge discovery, and the actual use of discovered knowledge. Organized into 21 chapters, this book begins with an overview of the kind of knowledge that can be exposed and exploited through the use of BI. It then proceeds with a discussion of information use in the context of how value is created within an organization, how BI can improve the ways of doing business, and organizational preparedness for

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exploiting the results of a BI program. It also looks at some of the critical factors to be taken into account in the planning and execution of a successful BI program. In addition, the reader is introduced to considerations for developing the BI roadmap, the platforms for analysis such as data warehouses, and the concepts of business metadata. Other chapters focus on data preparation and data discovery, the business rules approach, and data mining techniques and predictive analytics. Finally, emerging technologies such as text analytics and sentiment analysis are considered. This book will be valuable to data management and BI professionals, including senior and middle-level managers, Chief Information Officers and Chief Data Officers, senior business executives and business staff members, database or software engineers, and business analysts. 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

This textbook provides organisational leadership with an understanding of business process management and its benefits to an organisation. It provides a practical framework, complete with a set of tools and techniques, to successfully implement business process management projects.

The second edition of *Secret Intelligence: A Reader* brings together key essays from the field of intelligence studies, blending classic works on concepts and approaches with more recent essays dealing with current issues and ongoing debates about the future of intelligence. *Secret intelligence* has never enjoyed a higher profile. The events of 9/11, the conflicts in Iraq and Afghanistan, the missing WMD controversy, public debates over prisoner interrogation,

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together with the revelations of figures such as Edward Snowden, recent cyber attacks and the rise of 'hybrid warfare' have all contributed to make this a 'hot' subject over the past two decades. Aiming to be more comprehensive than existing books, and to achieve truly international coverage of the field, this book provides key readings and supporting material for students and course convenors. It is divided into four main sections, each of which includes full summaries of each article, further reading suggestions and student questions:

- The intelligence cycle
- Intelligence, counter-terrorism and security
- Ethics, accountability and secrecy
- Intelligence and the new warfare

This new edition contains essays by leading scholars in the field and will be essential reading for students of intelligence studies, strategic studies, international security and political science in general, and of interest to anyone wishing to understand the current relationship between intelligence and policy-making.

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

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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.

Geared to IT professionals eager to get into the all-important field of data warehousing, this book explores all topics needed by those who design and implement data warehouses. Readers will learn about planning requirements, architecture, infrastructure, data preparation, information delivery, implementation, and maintenance. They'll also find a wealth of industry examples garnered from the author's 25 years of experience in designing and implementing databases and data warehouse applications for major corporations. Market: IT Professionals, Consultants.

Nearly every large corporation and governmental agency is taking a fresh look at their current enterprise-scale business intelligence (BI) and data warehousing implementations at the dawn of the "Big Data Era"...and most see a critical need to revitalize their current capabilities. Whether they find the frustrating and business-impeding continuation of a long-standing "silos of data" problem, or an over-reliance on static production reports at the expense of predictive analytics and other true business intelligence capabilities, or a lack of progress in achieving the long-sought-after enterprise-wide "single version of the truth" – or all of the above – IT Directors, strategists, and architects find that they need to go back to the drawing board and produce a brand new BI/data warehousing roadmap to help move their enterprises from their current state to one where the promises of emerging technologies and a generation's worth of best practices can finally deliver high-impact,

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architecturally evolvable enterprise-scale business intelligence and data warehousing. Author Alan Simon, whose BI and data warehousing experience dates back to the late 1970s and who has personally delivered or led more than thirty enterprise-wide BI/data warehousing roadmap engagements since the mid-1990s, details a comprehensive step-by-step approach to building a best practices-driven, multi-year roadmap in the quest for architecturally evolvable BI and data warehousing at the enterprise scale. Simon addresses the triad of technology, work processes, and organizational/human factors considerations in a manner that blends the visionary and the pragmatic. Takes a fresh look at true enterprise-scale BI/DW in the "Dawn of the Big Data Era" Details a checklist-based approach to surveying one's current state and identifying which components are enterprise-ready and which ones are impeding the key objectives of enterprise-scale BI/DW Provides an approach for how to analyze and test-bed emerging technologies and architectures and then figure out how to include the relevant ones in the roadmaps that will be developed Presents a tried-and-true methodology for building a phased, incremental, and iterative enterprise BI/DW roadmap that is closely aligned with an organization's business imperatives, organizational culture, and other considerations

A comprehensive guide from Oracle experts, that will act as your single point of reference for building an Oracle BI 12c system that turns data in actionable insight. About This Book Come, start your first Oracle Business intelligence system and excel in BI with this exhaustive

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guide An all-encompassing guide for your Oracle business intelligence needs Learn from the self-paced professional guidance and implement Oracle business intelligence using this easy-to-follow guide by our experts Who This Book Is For If your job includes working on data, improving the financial or operational performance of your organization or you are a consultant for the above, then this book is for you. If you have been placed on a business intelligence project, then this book is for you. If you are the Project Manager, Business Analyst or Data Scientist then this book is for you. If you are an end user of Oracle Business Intelligence, then this book is for you too. Having a basic understanding of databases and the use of Business Intelligence is expected, but no knowledge of Oracle BI is required. What You Will Learn Install OBIEE in Windows, including how to create the underlying Weblogic Application server and the required database Build the BI system repository, the vital engine connecting your data to the front end of Oracle BI Develop effective analysis, draw out meaning from the data, and present it to end users on interactive dashboards Build pixel-perfect, printable reports using the embedded BI Publisher feature Build agents for actionable insight and enable your users to act on Business Intelligence at their desktop or on the move Understand the various aspects of securing the Oracle BI system, from data restrictions to whole dashboard access rights Get acquainted with the system management tools and methods available for the continuous improvement of your system In Detail Oracle Business Intelligence Enterprise Edition (OBIEE) 12c is

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packed full of features and has a fresh approach to information presentation, system management, and security. OBIEE can help any organization to understand its data, to make useful information from data, and to ensure decision-making is supported by facts. OBIEE can focus on information that needs action, alerting users when conditions are met. OBIEE can be used for data analysis, form production, dashboarding, and workflow processes. We will introduce you to OBIEE features and provide a step-by-step guide to build a complete system from scratch. With this guide, you will be equipped with a good basic understanding of what the product contains, how to install and configure it, and how to create effective Business Intelligence. This book contains the necessary information for a beginner to create a high-performance OBIEE 12c system. This book is also a guide that explains how to use an existing OBIEE 12c system, and shows end users how to create. Style and approach This book will take you from one feature to another in a step-by-step manner and will teach how you can create effective business intelligence using Oracle Business Intelligence Enterprise Edition. You will be taught how to create BI solutions and dashboards from scratch. There will be multiple modules in the book, each module spread in chapters, that will cover one aspect of business intelligence in a systematic manner.

This insightful book illustrates how organizations can make better, faster decisions about their customers, partners, and operations by turning mountains of data into valuable business information that's always at the

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fingertips of decision makers.

Adaptive business intelligence systems combine prediction and optimization techniques to assist decision makers in complex, rapidly changing environments.

These systems address fundamental questions: What is likely to happen in the future? What is the best course of action? Adaptive Business Intelligence explores elements of data mining, predictive modeling, forecasting, optimization, and adaptability. The book explains the application of numerous prediction and optimization techniques, and shows how these concepts can be used to develop adaptive systems. Coverage includes linear regression, time-series forecasting, decision trees and tables, artificial neural networks, genetic programming, fuzzy systems, genetic algorithms, simulated annealing, tabu search, ant systems, and agent-based modeling.

Expanded to cover the latest in business intelligence-big data, cloud, mobile, visual data discovery, and in-memory, this fully updated bestseller by BI guru Cindi Howson provides the most modern techniques to exploit BI for the highest ROI.

Revised to cover new advances in business intelligence-big data, cloud, mobile, and more-this fully updated bestseller reveals the latest techniques to exploit BI for the highest ROI. "Cindi has created, with her typical attention to details that matter, a contemporary forward-looking guide that organizations could use to evaluate existing or create a foundation for evolving business intelligence / analytics programs. The book touches on strategy, value, people, process, and technology, all of

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which must be considered for program success. Among other topics, the data, data warehousing, and ROI comments were spot on. The 'technobabble' chapter was brilliant!"--Bill Frank, Business Intelligence and Data Warehousing Program Manager, Johnson & Johnson "If you want to be an analytical competitor, you've got to go well beyond business intelligence technology. Cindi Howson has wrapped up the needed advice on technology, organization, strategy, and even culture in a neat package. It's required reading for quantitatively oriented strategists and the technologists who support them." - Thomas H. Davenport, President's Distinguished Professor, Babson College and co-author, *Competing on Analytics* "Cindi has created an exceptional, authoritative description of the end-to-end business intelligence ecosystem. This is a great read for those who are just trying to better understand the business intelligence space, as well as for the seasoned BI practitioner." - Sully McConnell, Vice President, Business Intelligence and Information Management, Time Warner Cable "Cindi's book succinctly yet completely lays out what it takes to deliver BI successfully. IT and business leaders will benefit from Cindi's deep BI experience, which she shares through helpful, real-world definitions, frameworks, examples, and stories. This is a must-read for companies engaged in - or considering - BI." - Barbara Wixom, PhD, Principal Research Scientist, MIT Sloan Center for Information Systems Research Expanded to cover the latest advances in business intelligence such as big data, cloud, mobile, visual data discovery, and in-memory computing, this fully updated

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bestseller by BI guru Cindi Howson provides cutting-edge techniques to exploit BI for maximum value.

Successful Business Intelligence: Unlock the Value of BI & Big Data, Second Edition describes best practices for an effective BI strategy. Find out how to: Garner executive support to foster an analytic culture Align the BI str ...

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