

Unlock the Value of BI & Big Data

Successful Business Intelligence

Second Edition

Cindi Howson



Business Intelligence 2nd Edition

Daniel J. Power



Business Intelligence 2nd Edition:

Business Intelligence, 2nd Edition David Loshin, 2012 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 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

Business Intelligence David Loshin, 2012-11-27 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 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

Business Intelligence Efraim Turban, 2011 As Business Intelligence BI evolves from an executive support tool to the primary system implemented in almost all medium and large companies this text gives students the BI foundation needed to excel as a manager and decision maker

Decision Support, Analytics, and Business Intelligence, Second Edition Daniel J. Power, 2013-01-11 Competition is becoming more intense and decision makers are encountering increasing complexity rapid change and higher levels of risk In many situations the solution is more and better computerized decision support especially analytics and business intelligence Today managers need to learn about and understand computerized decision support If a business is to succeed managers must know much more about information technology solutions This second edition of a powerful introductory book is targeted at busy managers and MBA students who need to grasp the basics of computerized decision support including the following What are analytics What is a decision support system How can managers identify opportunities to create innovative computerized support Inside the author addresses these questions and some 60 more fundamental questions that are key to understanding the rapidly changing realm of computerized decision support In a short period of time you'll get up to speed on decision support analytics and business intelligence

Successful Business Intelligence, Second Edition Cindi Howson, 2013-11-05 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

Data Mining for Business Intelligence Galit Shmueli, Peter C. Bruce, Inbal Yahav, 2011-09-28 Praise for the First Edition full of vivid and thought provoking anecdotes needs to be read by anyone with a serious interest in research and marketing Research magazine Shmueli et al have done a wonderful job in presenting the field of data mining a welcome addition to the literature computingreviews.com Incorporating a new focus on data visualization and time series forecasting Data Mining for Business Intelligence Second Edition continues to supply insightful detailed guidance on fundamental data mining techniques This new edition guides readers through the use of the Microsoft Office Excel add in XLMiner for developing predictive models and techniques for describing and finding patterns in data From clustering customers into market segments and finding the characteristics of frequent flyers to learning what items are purchased with other items the authors use interesting real world examples to build a theoretical and practical understanding of key data mining methods including classification prediction and affinity analysis as well as data reduction exploration and visualization The Second Edition now features Three new chapters on time series forecasting introducing popular business forecasting methods including moving average exponential smoothing methods regression based models and topics such as explanatory vs predictive modeling two level

models and ensembles A revised chapter on data visualization that now features interactive visualization principles and added assignments that demonstrate interactive visualization in practice Separate chapters that each treat k nearest neighbors and Na ve Bayes methods Summaries at the start of each chapter that supply an outline of key topics The book includes access to XLMiner allowing readers to work hands on with the provided data Throughout the book applications of the discussed topics focus on the business problem as motivation and avoid unnecessary statistical theory Each chapter concludes with exercises that allow readers to assess their comprehension of the presented material The final chapter includes a set of cases that require use of the different data mining techniques and a related Web site features data sets exercise solutions PowerPoint slides and case solutions Data Mining for Business Intelligence Second Edition is an excellent book for courses on data mining forecasting and decision support systems at the upper undergraduate and graduate levels It is also a one of a kind resource for analysts researchers and practitioners working with quantitative methods in the fields of business finance marketing computer science and information technology Successful Business Intelligence, Second Edition, 2nd Edition Cindi Howson, 2013 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 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 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 Business Intelligence Efraim Turban,2013-07-17 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 **Business Intelligence** Jerzy Surma,2011-03-06 This book is about using business intelligence as a management information system for supporting managerial decision making It concentrates primarily on practical business issues and demonstrates how to apply data warehousing and data analytics to support business decision making This book progresses through a logical sequence starting with data model infrastructure then data preparation followed by data analysis integration knowledge discovery and finally the actual use of discovered knowledge All examples are based on the most recent achievements in business intelligence Finally this book outlines an overview of a methodology that takes into account the complexity of developing applications in an integrated business intelligence environment This book is written for managers business consultants and undergraduate and postgraduates students in business administration Successful Business Intelligence Cindi Howson,2013 Covering the latest advances in business intelligence such as big data cloud mobile visual data discovery and in memory computing this timely up to date guide reveals how to plan and deploy an agile state of the art BI solution that links insight to action and delivers a sustained competitive advantage Successful Business Intelligence 2E (PB) Cindi Howson,2013-11-08 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 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

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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

Computing Reviews 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

Business Analytics for Managers Gert H. N. Laursen, Jesper Thorlund, 2010-06-15 World class guidance for delivering the right decision support to the right people at the right time A vital blueprint for organizations that want to thrive in the competitive fray Business Analytics for Managers presents a sustainable business analytics BA model focusing on the interaction of IT technology strategy business processes and a broad spectrum of human competencies and organizational circumstances Proven guidance on developing an information strategy Tips for supporting your company s ability to innovate in the future by using analytics An understanding of BA as a holistic information discipline with links to your business s strategy 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 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

Mastering Microsoft Power BI - Second Edition Greg Deckler, Brett Powell, 2022-06-30 From planning a Power BI solution to building scalable Power BI datasets and rich interactive reports and dashboards this comprehensive book is an end to end guide to Power BI

Data Analytics for Business Intelligence Zhaohao Sun, 2024-12-30 This book studies data analytics and intelligence using Boolean structure Chapters dive into the theories foundations technologies and methods of data analytics and intelligence The primary aim of this book is to convey the theories and technologies of data analytics and intelligence with applications to readers based on systematic generalization and specialization Sun uses the Boolean structure to deconstruct all books and papers related to data analytics and intelligence and to reorganize them to reshape the world of big data data analytics analytics intelligence data science and artificial intelligence Multi industry applications in business management and decision making are provided Cutting edge theories technologies and applications of data analytics and intelligence and their integration are also explored Overall this book provides original insights on sharing computing insight computing platform computing a calculus of intelligent analytics and intelligent business analytics meta computing data analyticizing DDPP descriptive diagnostic predictive and prescriptive computing and analytics This book is a useful resource with multi industry applications for scientists engineers data analysts educators and university students

Business Intelligence 2.0 A Complete Guide -

2020 Edition Gerardus Blokdyk,2020-02-16 Has a Business Intelligence 2.0 requirement not been met Explorations of the frontiers of Business Intelligence 2.0 will help you build influence improve Business Intelligence 2.0 optimize decision making and sustain change what is your approach How has the Business Intelligence 2.0 data been gathered What potential megatrends could make your business model obsolete Have all basic functions of Business Intelligence 2.0 been defined Defining designing creating and implementing a process to solve a challenge or meet an objective is the most valuable role In EVERY group company organization and department Unless you are talking a one time single use project there should be a process Whether that process is managed and implemented by humans AI or a combination of the two it needs to be designed by someone with a complex enough perspective to ask the right questions Someone capable of asking the right questions and step back and say What are we really trying to accomplish here And is there a different way to look at it This Self Assessment empowers people to do just that whether their title is entrepreneur manager consultant Vice President CxO etc they are the people who rule the future They are the person who asks the right questions to make Business Intelligence 2.0 investments work better This Business Intelligence 2.0 All Inclusive Self Assessment enables You to be that person All the tools you need to an in depth Business Intelligence 2.0 Self Assessment Featuring 938 new and updated case based questions organized into seven core areas of process design this Self Assessment will help you identify areas in which Business Intelligence 2.0 improvements can be made In using the questions you will be better able to diagnose Business Intelligence 2.0 projects initiatives organizations businesses and processes using accepted diagnostic standards and practices implement evidence based best practice strategies aligned with overall goals integrate recent advances in Business Intelligence 2.0 and process design strategies into practice according to best practice guidelines Using a Self Assessment tool known as the Business Intelligence 2.0 Scorecard you will develop a clear picture of which Business Intelligence 2.0 areas need attention Your purchase includes access details to the Business Intelligence 2.0 self assessment dashboard download which gives you your dynamically prioritized projects ready tool and shows your organization exactly what to do next You will receive the following contents with New and Updated specific criteria The latest quick edition of the book in PDF The latest complete edition of the book in PDF which criteria correspond to the criteria in The Self Assessment Excel Dashboard Example pre filled Self Assessment Excel Dashboard to get familiar with results generation In depth and specific Business Intelligence 2.0 Checklists Project management checklists and templates to assist with implementation INCLUDES LIFETIME SELF ASSESSMENT UPDATES Every self assessment comes with Lifetime Updates and Lifetime Free Updated Books Lifetime Updates is an industry first feature which allows you to receive verified self assessment updates ensuring you always have the most accurate information at your fingertips

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Business Intelligence (BI) Services Second Edition Gerardus Blokdyk, 2018-08-24 Is there a critical path to deliver Business Intelligence BI Services results What are the compelling business reasons for embarking on Business Intelligence BI Services How did the Business Intelligence BI Services manager receive input to the development of a Business Intelligence BI Services improvement plan and the estimated completion dates times of each activity How do the Business Intelligence BI Services results compare with the performance of your competitors and other organizations with similar offerings Who needs to know about Business Intelligence BI Services Defining designing creating and implementing a process to solve a challenge or meet an objective is the most valuable role In EVERY group company organization and department Unless you are talking a one time single use project there should be a process Whether that process is managed and implemented by humans AI or a combination of the two it needs to be designed by someone with a complex enough perspective to ask the right questions Someone capable of asking the right questions and step back and say What are we really trying to accomplish here And is there a different way to look at it This Self Assessment empowers people to do just that whether their title is entrepreneur manager consultant Vice President CxO etc they are the people who rule the future They are the person who asks the right questions to make Business Intelligence BI Services investments work better This

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