

Business Intelligence Guidebook

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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.

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Synopsis. 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 ...

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In larger organizations, establishing a business intelligence (BI) program helps ensure that all projects follow the same enterprise-wide BI vision and reduces overlap and redundancy.

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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.

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Business intelligence all starts with the data. As we mention above, businesses have access to more data than ever. Much of that comes from transactional systems, such as CRM systems, ERP systems, inventory databases, HR and payroll systems, and many others. Data used in BI also comes from external sources.

~~The Definitive Guide to Business Intelligence The ...~~

A best-selling book on business intelligence, 'The Data Warehouse Toolkit' starts with a short section about the theory of data warehousing and analytics, moving onto a selection of case studies showing how to apply the theory to common business scenarios. It's also one the best books for building a BI system.

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"Anyone looking to rollout a business intelligence initiative or shore up a fledgling one can benefit from the BI Guidebook. Rick Sherman leaves no stone unturned and takes a deep dive into a complex and diverse field. Even a seasoned BI professional will enjoy having this book as a reference within arm's reach."

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