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 Business Intelligence For Dummies
 Modern Enterprise Business Intelligence and Data Management
 Business Intelligence Guidebook

Successful Business Intelligence Cindi Howson Cost

OMB No. 2490432537581 edited by

NASH SCHWARTZ

Successful Business Intelligence, Second Edition BPB Publications

Design, develop, and master efficient Power BI solutions for impactful business insights Key FeaturesGet to grips with the fundamentals of Microsoft Power BI Combine data from multiple sources, create visuals, and publish reports across platformsUnderstand Power BI concepts with real-world use casesBook Description Microsoft Power BI Complete Reference Guide gets you started with business intelligence by showing you how to install the Power BI toolset, design effective data models, and build basic dashboards and visualizations that make your data come to life. In this Learning Path, you will learn to create powerful interactive reports by visualizing your data and learn visualization styles, tips and tricks to bring your data to life. You will be able to administer your organization's Power BI environment to create and share dashboards. You will also be able to streamline deployment by implementing security and regular data refreshes. Next, you will delve deeper into the nuances of Power BI and handling projects. You will get acquainted with planning a Power BI project, development, and distribution of content, and deployment. You will learn to connect and extract data from various sources to create robust datasets, reports, and dashboards. Additionally, you will learn how to format reports and apply custom visuals, animation and analytics to further refine your data. By the end of this Learning Path, you will learn to implement the various Power BI tools such as on-premises gateway together along with staging and securely distributing content via apps. This Learning Path includes content from the following Packt products: Microsoft Power BI Quick Start Guide by Devin Knight et al. Mastering Microsoft Power BI by Brett PowellWhat you will learnConnect to data sources using both import and DirectQuery optionsLeverage built-in and custom visuals to design effective reportsAdminister a Power BI cloud tenant for your organizationDeploy your Power BI Desktop files into the Power BI Report ServerBuild efficient data retrieval and transformation processesWho this book is for Microsoft Power BI Complete Reference Guide is for those who want to learn and use the Power BI features to extract maximum information and make intelligent decisions that boost their business. If you have a basic understanding of BI concepts and want to learn how to apply them using Microsoft Power BI, then Learning Path is for you. It consists of real-world examples on Power BI and goes deep into the technical issues, covers additional protocols, and much more. [Business Analysis for Business Intelligence](#) John Wiley & Sons Aimed at helping business and IT managers clearly communicate

with each other, this helpful book addresses concerns straight-on and provides practical methods to building a collaborative data warehouse . You'll get clear explanations of the goals and objectives of each stage of the data warehouse lifecycle while learning the roles that both business managers and technicians play at each stage. Discussions of the most critical decision points for success at each phase of the data warehouse lifecycle help you understand ways in which both business and IT management can make decisions that best meet unified objectives.

[Successful Business Intelligence, Second Edition, 2nd Edition](#) McGraw-Hill Companies

Many senior executives talk about information as one of their most important assets, but few behave as if it is. They report to the board on the health of their workforce, their financials, their customers, and their partnerships, but rarely the health of their information assets. Corporations typically exhibit greater discipline in tracking and accounting for their office furniture than their data. Infonomics is the theory, study, and discipline of asserting economic significance to information. It strives to apply both economic and asset management principles and practices to the valuation, handling, and deployment of information assets. This book specifically shows: CEOs and business leaders how to more fully wield information as a corporate asset CIOs how to improve the flow and accessibility of information CFOs how to help their organizations measure the actual and latent value in their information assets. More directly, this book is for the burgeoning force of chief data officers (CDOs) and other information and analytics leaders in their valiant struggle to help their organizations become more infosavvy. Author Douglas Laney has spent years researching and developing Infonomics and advising organizations on the infinite opportunities to monetize, manage, and measure information. This book delivers a set of new ideas, frameworks, evidence, and even approaches adapted from other disciplines on how to administer, wield, and understand the value of information. Infonomics can help organizations not only to better develop, sell, and market their offerings, but to transform their organizations altogether. "Doug Laney masterfully weaves together a collection of great examples with a solid framework to guide readers on how to gain competitive advantage through what he labels "the unruly asset" - data. The framework is comprehensive, the advice practical and the success stories global and across industries and applications." Liz Rowe, Chief Data Officer, State of New Jersey "A must read for anybody who wants to survive in a data centric world." Shaun Adams, Head of Data Science, Betterbathrooms.com "Phenomenal! An absolute must read for data practitioners, business leaders and technology strategists. Doug's lucid style has a set a new standard in providing intelligible material in the field of information economics. His passion and knowledge on the

subject exudes thru his literature and inspires individuals like me." Ruchi Rajasekhar, Principal Data Architect, MISO Energy "I highly recommend Infonomics to all aspiring analytics leaders. Doug Laney's work gives readers a deeper understanding of how and why information should be monetized and managed as an enterprise asset. Laney's assertion that accounting should recognize information as a capital asset is quite convincing and one I agree with. Infonomics enjoyably echoes that sentiment!" Matt Green, independent business analytics consultant, Atlanta area "If you care about the digital economy, and you should, read this book." Tanya Shuckhart, Analyst Relations Lead, IRI Worldwide [BusinessObjects XI \(Release 2\): The Complete Reference](#) John Wiley & Sons

"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.

[SAP BusinessObjects BI 4.0 The Complete Reference 3/E](#) John Wiley & Sons

Learn to get the most out of your business data to optimize your business About This Book This book will enable and empower you to break free of the shackles of spreadsheets Learn to make informed decisions using the data at hand with this highly practical, comprehensive guide This book includes real-world use cases that teach you how analytics can be put to work to optimize your business Using a fictional transactional dataset in raw form, you'll work your way up to ultimately creating a fully-functional

warehouse and a fleshed-out BI platform Who This Book Is For This book is for anyone who has wrangled with data to try to perform automated data analysis through visualizations for themselves or their customers. This highly-customized guide is for developers who know a bit about analytics but don't know how to make use of it in the field of business intelligence. What You Will Learn Create a BI environment that enables self-service reporting Understand SQL and the aggregation of data Develop a data model suitable for analytical reporting Connect a data warehouse to the analytic reporting tools Understand the specific benefits behind visualizations with D3.js, R, Tableau, QlikView, and Python Get to know the best practices to develop various reports and applications when using BI tools Explore the field of data analysis with all the data we will use for reporting In Detail Business Intelligence (BI) is at the crux of revolutionizing enterprise. Everyone wants to minimize losses and maximize profits. Thanks to Big Data and improved methodologies to analyze data, Data Analysts and Data Scientists are increasingly using data to make informed decisions. Just knowing how to analyze data is not enough, you need to start thinking how to use data as a business asset and then perform the right analysis to build an insightful BI solution. Efficient BI strives to achieve the automation of data for ease of reporting and analysis. Through this book, you will develop the ability to think along the right lines and use more than one tool to perform analysis depending on the needs of your business. We start off by preparing you for data analytics. We then move on to teach you a range of techniques to fetch important information from various databases, which can be used to optimize your business. The book aims to provide a full end-to-end solution for an environment setup that can help you make informed business decisions and deliver efficient and automated BI solutions to any company. It is a complete guide for implementing Business intelligence with the help of the most powerful tools like D3.js, R, Tableau, Qlikview and Python that are available on the market. Style and approach Packed with real-world examples, this pragmatic guide helps you polish your data and make informed decisions for your business. We cover both business and data analysis perspectives, blending theory and practical hands-on work so that you perceive data as a business asset.

Successful Business Intelligence, Second Edition SAP PRESS The definitive reference for building actionable business intelligence—completely revised for SAP BusinessObjects BI 4.0. Unleash the full potential of business intelligence with fact-based decisions, aligned to business goals, using reports and dashboards that lead from insight to action. SAP BusinessObjects BI 4.0: The Complete Reference offers completely updated coverage of the latest BI platform. Find out how to work with the new Information Design Tool to create universes that access multiple data sources and SAP BW. See how to translate complex business questions into highly efficient Web Intelligence queries and publish your results to the BI Launchpad. Learn how to create dashboards from data sourced through a universe or spreadsheet. The most important concepts for universe designers, report and dashboard authors, and business analysts are fully explained and illustrated by screenshots, diagrams, and step-by-step instructions. Establish and evolve BI goals Maximize your BI investments by offering the right module to the right user Create robust universes with the Information Design Tool, leveraging multiple data sources, derived tables, aggregate awareness, and parameters Develop a security plan that is scalable and flexible Design Web Intelligence reports from basic to advanced Create sophisticated calculations and advanced formatting to highlight critical business trends Build powerful dashboards to embed in PowerPoint or the BI Launchpad Use Explorer to visually navigate large data sets and uncover patterns

SUCCESSFUL BUSINESS INTELLIGENCE

Packt Publishing Ltd 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

Build a Career in Data Science Tata McGraw-Hill Education 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. -- **Data Warehousing For Dummies** McGraw Hill Professional Find the right big data solution for your business or organization Big data management is one of the major challenges facing business, industry, and not-for-profit organizations. Data sets such as customer transactions for a mega-retailer, weather patterns monitored by meteorologists, or social network activity can quickly outpace the capacity of traditional data management tools. If you need to develop or manage big data solutions, you'll appreciate how these four experts define, explain, and guide you through this new and often confusing concept. You'll learn what it is, why it matters, and how to choose and implement solutions that work. Effectively managing big data is an issue of growing importance to businesses, not-for-profit organizations, government, and IT professionals Authors are experts in information management, big data, and a variety of solutions Explains big data in detail and discusses how to select and implement a solution, security concerns to consider, data storage and presentation issues, analytics, and much more Provides essential information in a no-nonsense, easy-to-understand style that is empowering Big Data For Dummies cuts through the confusion and helps you take charge of big data solutions for your organization.

FAIL FAST, LEARN FASTER

Successful Business Intelligence: Secrets to Making BI a Killer App Bring your data presentations into focus with this comprehensive guide to SAP BusinessObjects Web Intelligence. Updated for Webi 4.2, this book will teach you to create, design, and share your reports, while exploring the fundamentals of Webi and its extended capabilities. This fourth edition includes information on data source options for building new documents and queries, and a new HTML5-based viewing interface. Punch up your reporting and analysis a. SAP BI 4.2 SP4 Dive into Web Intelligence 4.2 enhancements and platform improvements, including a new HTML5 user interface, support for geomaps, and access to additional data sources. b. Webi from A to Z Get the complete picture of working with Web Intelligence, from creation to publication. From the first step to the last, learn how to design reports that make an impact with this comprehensive guide. c. Web Intelligence Interactive Viewer Discover the HTML5-based Web Intelligence Interactive Viewer and BI launchpad, a fully integrated interface for organizing, viewing, analyzing, and sharing business intelligence content.

Performance Dashboards Kogan Page Publishers The definitive reference for building actionable business intelligence—completely revised for SAP BusinessObjects BI 4.0. Unleash the full potential of business intelligence with fact-based decisions, aligned to business goals, using reports and dashboards that lead from insight to action. SAP BusinessObjects BI 4.0: The Complete Reference offers completely updated coverage of the latest BI platform. Find out how to work with the new Information Design Tool to create universes that access multiple data sources and SAP BW. See how to translate complex business questions into highly efficient Web Intelligence queries and publish your results to the BI Launchpad. Learn how to create dashboards from data sourced through a universe or spreadsheet. The most important concepts for universe designers, report and dashboard authors, and business analysts are fully explained and illustrated by screenshots, diagrams, and step-by-step instructions. Establish and evolve BI goals Maximize your BI investments by offering the right module to the right user Create robust universes with the Information Design Tool, leveraging multiple data sources, derived tables, aggregate awareness, and parameters Develop a security plan that is scalable and flexible Design Web Intelligence reports from basic to advanced Create sophisticated calculations and advanced formatting to highlight critical business trends Build powerful dashboards to embed in PowerPoint or the BI Launchpad Use Explorer to visually navigate large data sets and uncover patterns **Successful Business Intelligence: Secrets to Making BI a Killer App** Morgan Kaufmann Improve profitability and operations in your company by leveraging BusinessObjects with help from this comprehensive guidebook.

BUSINESS OBJECTS

Addison-Wesley Professional

Sharpen your data presentations with this comprehensive guide to SAP BusinessObjects Web Intelligence. From creating a report, to displaying data via charts, to sharing reports with others, get everything from the basics to the actionable details that inform your work. This third edition of our best-selling book on Webi includes UI and functionality changes for SAP BusinessObjects 4.1 and expanded coverage of new topics like SAP HANA and mobility. Make your reporting and analysis intelligent Web Intelligence 4.1 Flex your sales analysis and reporting muscles with usability improvements, new language support, and enhanced workflows for SAP HANA and BW data sources with the newest version of Webi. From Creation to Publication Get the complete picture of working with Webi. From the first steps to the last, learn how to design reports that make an impact. Mobile Integration Explore the new features of SAP BusinessObjects Mobile 5.x and learn how you can provide advanced analytics on mobile devices. Highlights: Release 4.1 HTML and Java viewers SAP HANA variable support Report creation Report Panel Data filters Drill-down Query Panel functionality BI Launch Pad Enhanced BI Mobile features Web Intelligence Rich Client **SAP BusinessObjects Web Intelligence** Newnes 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 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 utilize 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. **The Intelligence Revolution** McGraw Hill Professional Explore why — now more than ever — the world is in a race to become data-driven, and how you can learn from examples of data-driven leadership in an Age of Disruption, Big Data, and AI In Fail Fast, Learn Faster: Lessons in Data-Driven Leadership in an Age of Disruption, Big Data, and AI, Fortune 1000 strategic advisor, noted author, and distinguished thought leader Randy Bean tells the story of the rise of Big Data and its business impact — its disruptive power, the cultural challenges to becoming data-driven, the importance of data ethics, and the future of data-driven AI. The book looks at the impact of Big Data during a period of explosive information growth, technology advancement, emergence of the Internet and social media, and challenges to accepted notions of data, science, and facts, and asks what it means to become "data-driven." Fail Fast, Learn Faster includes discussions of: The emergence of Big Data and why organizations must become data-driven to survive Why becoming data-driven forces companies to "think different" about their business The state of data in the corporate world today, and the principal challenges Why companies must develop a true "data culture" if they expect to change Examples of companies that are demonstrating data-driven leadership and what we can learn from them Why companies must learn to "fail fast and learn faster" to compete in the years ahead How the Chief Data Officer has been established as a new corporate profession Written for CEOs and Corporate Board Directors, data professional and practitioners at all organizational levels, university executive programs and students entering the data profession, and general readers seeking to understand the Information Age and why data, science, and facts matter in the world in which we live, Fail Fast, Learn Faster is essential reading that delivers an urgent message for the business leaders of today and of the future. **Business Analytics for Managers** McGraw Hill Professional Distribute Actionable, Timely BI with Microsoft® SQL Server® 2016 and Power BI Drive better, faster, more informed decision making across your organization using the expert tips and best practices featured in this hands-on guide. Delivering Business Intelligence with Microsoft SQL Server 2016, Fourth Edition, shows, step-by-step, how to distribute high-performance, custom analytics to users enterprise-wide. Discover how to build BI Semantic Models, create data marts and OLAP cubes, write MDX and DAX scripts, and share insights using Microsoft client tools. The book includes coverage of self-service business intelligence with Power BI. • Understand the goals and components of successful BI • Build data marts, OLAP cubes, and Tabular models • Load and cleanse data with SQL Server Integration Services •

Manipulate and analyze data using MDX and DAX scripts and queries • Work with SQL Server Analysis Services and the BI Semantic Model • Author interactive reports using SQL Server Data Tools • Create KPIs and digital dashboards • Implement time-based analytics • Embed data model content in custom applications using ADOMD.NET • Use Power BI to gather, model, and visualize data in a self-service environment

SAP BUSINESSOBJECTS WEB INTELLIGENCE

Routledge

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 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!

Using Open Source Platforms for Business Intelligence SAP PRESS
This book is a must read for anyone deploying BusinessObjects. It covers everything from planning your upgrade to the latest

release, to best practices in universe design, and powerful report creation that maximizes business insight. This book covers the most frequently used features for the full BI suite, in one comprehensive book. There's in depth coverage of Designer, security via the Central Management Console, InfoView, Web Intelligence, and Desktop Intelligence. It goes beyond step-by-step instructions to cover how and why in a business context. Transition notes are interspersed for version 5 and 6 customers to understand the biggest changes in XI Release 2. If you drive BI requirements in your company or are a data warehouse program manager, Business Objects administrator, report author or consumer, this book is for you.

Ten Million Aliens Newnes

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 Roadmap CRC Press

"Funny, thoughtful, informative, and wise" (Publishers Weekly, starred review), this scientific foray into the animal kingdom examines how the world's creatures—weird, wonderful, and everything in between—are inextricably linked. Life on planet earth is not weirder than we imagine. It's weirder than we are capable of imagining. And we're all in it together: humans, blue whales, rats, birds of paradise, beetles, mollusks the size of buses, gladiator slugs, bdelloid rotifers that haven't had sex for millions of years, and water bears—creatures that can be boiled, frozen, and fired off into space without dying. We're all part of the animal kingdom, appearing in what Darwin called "endless forms most beautiful and most wonderful." In this audacious book, Simon Barnes brings together all of the world's creatures, seeking not what sets them all apart but what unites them all. He explores arcane knowledge from the works of Darwin to James Joyce and David Attenborough to Sherlock Holmes, in addition to telling his own wild, don't-try-this-at-home adventures in humorous and compulsively readable prose. Fascinating, entertaining, and perfect for Discovery Channel enthusiasts, *Ten Million Aliens* will open your eyes to the animal world through Barnes's "unique voice, always willing to challenge conventional wisdom and look for deeper meanings" (The Sunday Telegraph).

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