

Business Intelligence Roadmap The Complete Project Lifecycle For Decision Support Applications Addison Wesley Information Technology Series Larissa T Moss

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WENDY RAMOS

[The Artificial Intelligence Imperative: A Practical Roadmap for Business](#) Elsevier

Whether you are a CEO, CFO, board member, or an IT executive, *From Business Strategy to Information Technology Roadmap: A Practical Guide for Executives and Board Members* lays out a practical, how-to approach to identifying business strategies and creating value-driven technology roadmaps in your organization. Unlike many other books on the subject, you will not find theories or grandiose ideas here. This book uses numerous examples, illustrations, and case studies to show you how to solve the real-world problems that business executives and technology leaders face on a day-to-day basis. Filled with actionable advice you can use immediately, the authors introduce Agile and the Lean mindset in a manner that the people in your business and technology departments can easily understand. Ideal for executives in both the commercial and nonprofit sectors, it includes two case studies: one about a commercial family business that thrived to become a multi-million-dollar company and the other about a nonprofit association based in New York City that fights against child illiteracy.

The Complete Project Lifecycle for Decision-Support Applications Newnes

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, 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 Practical Guide for Achieving BI Excellence McGraw-Hill Companies

Publisher Fact Sheet How to leverage corporate information for reduced costs & increased profits. *From Business Strategy to Information Technology Roadmap* Business Intelligence RoadmapThe Complete Project Lifecycle for Decision-support Applications Do your business intelligence (BI) projects take too long to deliver? Is the value of the deliverables less than satisfactory? Do these projects propagate poor data management practices? If you screamed "yes" to any of these questions, read this book to master a proven approach to building your enterprise data warehouse and BI initiatives. Extreme Scoping, based on the Business Intelligence Roadmap, will show you how to build analytics applications rapidly yet not sacrifice data management and enterprise architecture. In addition, all of the roles required to deliver all seven steps of this agile methodology are explained along with many real-world examples. From Wayne Eckerson's Foreword I've read many books about data warehousing and business intelligence (BI). This book by Larissa Moss is one of the best. I should not be surprised. Larissa has spent years

refining the craft of designing, building, and delivering BI applications. Over the years, she has developed a keen insight about what works and doesn't work in BI. This book brings to light the wealth of that development experience. Best of all, this is not some dry text that laboriously steps readers through a technical methodology. Larissa expresses her ideas in a clear, concise, and persuasive manner. I highlighted so many beautifully written and insightful paragraphs in her manuscript that it became comical. I desperately wanted the final, published book rather than the manuscript so I could dog-ear it to death and place it front-and-center in my office bookshelf! From David Well's Foreword Extreme Scoping is rich with advice and guidance for virtually every aspect of BI projects from planning and requirements to deployment and from back-end data management to front-end information and analytics services. Larissa is both a pragmatist and an independent thinker. Those qualities come through in the style of this book. Extreme Scoping is a well-written book that is easy to absorb. It is not full of surprises. It is filled with a lot of common sense and lessons learned through experience.

MEASURING, MONITORING, AND MANAGING YOUR BUSINESS

John Wiley & Sons

This book offers a direct, actionable plan CMOs can use to map out initiatives that are properly sequenced and designed for success—regardless of where their marketing organization is in the process. The authors pose the following critical questions to marketers: (1) How should modern marketers be thinking about artificial intelligence and machine learning? and (2) How should marketers be developing a strategy and plan to implement AI into their marketing toolkit? The opening chapters provide marketing leaders with an overview of what exactly AI is and how is it different than traditional computer science approaches. Venkatesan and Lecinski, then, propose a best-practice, five-stage framework for implementing what they term the "AI Marketing Canvas." Their approach is based on research and interviews they conducted with leading marketers, and offers many tangible examples of what brands are doing at each stage of the AI Marketing Canvas. By way of guidance, Venkatesan and Lecinski provide examples of brands—including Google, Lyft, Ancestry.com, and Coca-Cola—that have successfully woven AI into their marketing strategies. The book concludes with a discussion of important implications for marketing leaders—for your team and culture.

Earth Observation Open Science and Innovation John Wiley & Sons

Implementing Analytics demystifies the concept, technology and application of analytics and breaks its implementation down to repeatable and manageable steps, making it possible for widespread adoption across all functions of an organization. *Implementing Analytics* simplifies and helps democratize a very specialized discipline to foster business efficiency and innovation without investing in multi-million dollar technology and manpower. A technology agnostic methodology that breaks down complex tasks like model design and tuning and emphasizes business decisions rather than the technology behind analytics. Simplifies the understanding of analytics from a technical and functional perspective and shows a wide array of problems that can be tackled using existing technology Provides a detailed step by step approach to identify opportunities, extract requirements, design variables and build and test models. It further explains the business decision strategies to use analytics models and provides an overview for governance and tuning Helps formalize analytics projects from staffing, technology and implementation perspectives Emphasizes machine learning and data mining over statistics and shows how the role of a Data Scientist can be broken down and still deliver the value by building a robust development process *Implementing Analytics* CRC Press Learn how to embed data science, Big Data and AI in your organization's decision-making process and make your organization more data-driven, profitable, and intelligent in 10 steps. Book description This book covers every aspect of the implementation of data science, from the algorithms that make your decisions more refined, effective and faster to the people, skills, culture, and mindset required to make it happen. How do you set the right KPIs and targets? How are the best data-driven organizations structured? Why do you need a data warehouse or data lake? How do you manage a data science project? This book tackles every question relevant to implementing data science. Many organizations start by collecting data without a goal, but that data science approach is doomed to fail. This book takes you through the process of implementing data science from the ground floor all the way to the top. It all starts with the question: what do we want to achieve? It

covers all the subsequent steps on a macro and micro level, from the process of registering data, to processing it, to the organization's response. All the relevant data science techniques and technologies are discussed, from algorithms and AI to the right management strategies. Based on many practical case studies and best practices, this book reveals what works and what doesn't. Benefit from the author's many years of experience in making organizations more intelligent and data-driven as a consultant and an educator. What you will learn - The most important benefits of data science. - The essential aspects of decision making and the role of data science. - How to determine the right KPIs and use them to manage effectively. - How to turn data into knowledge and information. - How to make your organization more agile. - The many types of algorithms that can be used to make more effective decisions on every level. - How to manage data science projects - who and what do you need to effectively implement data science? - How to design a data science roadmap. - And much, much more. Who is this book for This book is for every manager or professional, and all those who want to learn how to embed the effective use of data science in every facet of the organization. This comprehensive management handbook is a must-read for (business) consultants, business managers, Chief Data Officers (CDOs), CIOs, and other executives, project managers, Data Science consultants, Data Scientists, AI consultants, (business) controllers, quality managers, and BI consultants.

A Data Visualization Guide for Business Professionals 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.

The AI Marketing Canvas Packt Publishing Ltd

Innovation principles to bring about meaningful and sustainable growth in your organization Using a list of more than 2,000 successful innovations, including Cirque du Soleil, early IBM mainframes, the Ford Model-T, and many more, the authors applied a proprietary algorithm and determined ten meaningful groupings—the Ten Types of Innovation—that provided insight into innovation. The Ten Types of Innovation explores these insights to diagnose patterns of innovation within industries, to identify innovation opportunities, and to evaluate how firms are performing against competitors. The framework has proven to be one of the most enduring and useful ways to start thinking about transformation. Details how you can use these innovation principles to bring about meaningful—and sustainable—growth within your organization Author Larry Keeley is a world renowned speaker, innovation consultant, and president and co-founder of Doblin, the innovation practice of Monitor Group; *BusinessWeek* named Keeley one of seven Innovation Gurus who are changing the field The Ten Types of Innovation concept has influenced thousands of executives and companies around the world since its discovery in 1998. The Ten Types of Innovation is the first book explaining how to implement it.

Profiles in Performance Morgan Kaufmann

Don't simply show your data—tell a story with it! *Storytelling with Data* teaches you the fundamentals of data visualization and how to communicate effectively with data. You'll discover the power of storytelling and the way to make data a pivotal point in your story. The lessons in this illuminative text are grounded in theory, but made accessible through numerous real-world examples—ready for immediate application to your next graph or presentation. Storytelling is not an inherent skill, especially when it comes to data visualization, and the tools at our disposal don't make it any easier. This book demonstrates how to go beyond conventional tools to reach the root of your data, and how to use your data to create an engaging, informative, compelling story.

Specifically, you'll learn how to: Understand the importance of context and audience Determine the appropriate type of graph for your situation Recognize and eliminate the clutter clouding your information Direct your audience's attention to the most important parts of your data Think like a designer and utilize concepts of design in data visualization Leverage the power of storytelling to help your message resonate with your audience Together, the lessons in this book will help you turn your data into high impact visual stories that stick with your audience. Rid your world of ineffective graphs, one exploding 3D pie chart at a time. There is a story in your data—*Storytelling with Data* will give you the skills and power to tell it!

Successful Business Intelligence: Secrets to Making BI a Killer App CRC Press

Gaining the competitive advantage Geared toward IT management and business executives seeking to excel in business intelligence initiatives, this practical guide explores creating business alignment strategies that help prioritize business requirements, build organizational and cultural strategies, increase IT efficiency, and promote user adoption. Business intelligence, together with business analytics and performance management, eliminates information overload by organizing the massive amounts of information available in the modern enterprise. Addressing the challenges of business intelligence operations, this resource supports the goal of better business decision making and identifying unrealized opportunities. Each chapter includes a checklist of recommended approaches and a strategy overview template.

A Practical Guide for Architecture, Design, and Implementation Mc PressLlc

Enterprise Architecture (EA) is an essential part of the fabric of a business; however, EA also transcends and transforms technology and moves it into the business space. Therefore, EA needs to be discussed in an integrated, holistic, and comprehensive manner. Only such an integrated approach to EA can provide the foundation for a transformation that readies the business for the myriad enterprise-wide challenges it will face. Highly disruptive technologies such as Big Data, Machine Learning, and Mobile and Cloud Computing require a fine balance between their business and technical aspects as an organization moves forward with its digital transformation. This book focuses on preparing all organizations – large and small – and those wishing to move into them for the impact of leveraging these emerging, disruptive, and innovative technologies within the EA framework.

HOW TO PROFIT FROM A WORLD OF BIG DATA, ANALYTICS AND THE INTERNET OF THINGS

Addison-Wesley Professional

Imagine if your process manufacturing plants were running so well that your production, safety, environmental, and profitability targets were being met so that your subject matter experts could focus on data-driven business improvements. Through proper use and analysis of your existing operations data, your company can become an industry leader and reward your stakeholders. Written in an engaging and easily understandable manner, this book demonstrates a step-by-step process of how an organization can effectively utilize technology and make the necessary culture changes to achieve operational excellence. You will see how several industry-leading companies have used an effective real-time data infrastructure for mission-critical business use cases. The book also addresses challenges involved, such as effectively integrating operational (OT) data with business (IT) systems to enable a more proactive, predictive management model for a fleet of process plants. Some of the things you will take away: Learn how a real-time data infrastructure enables transformation of raw sensor data into contextualized information for operational insights and business process improvement. Understand how reusing the same operational data for multiple use cases significantly impacts fleet management, profitability, and asset stewardship. See how a simple digital unit template representing production flows can be repeatedly used to identify critical inefficiencies in plant operations. Discover best practices of deploying real-time situational awareness alerts and predictive analytics. Realize how to transform your organization into a data-driven culture for continuous sustainable improvement. Find out how leading companies integrate operations data with business intelligence and predictive analytics tools in a corporate on-premises or cloud-enabled environment. Learn how industry-leading companies have imaginatively used a real-time data infrastructure to improve yields, reduce cycle times, and slash operating costs. This book is targeted for process industries production and operations leadership, senior engineers, IT management, CIOs, and service providers to those industries. Academics will benefit from latest data analysis strategies. This book guides readers to use the best, results-proven approaches to ensure operational excellence.

Performance Dashboards John Wiley & Sons

Between the high-level concepts of business intelligence and the nitty-gritty instructions for using vendors' tools lies the essential, yet poorly-understood layer of architecture, design and process. Without this knowledge, Big Data is belittled – projects flounder, are late and go over budget. *Business Intelligence Guidebook: From Data Integration to Analytics* shines a bright light on an often neglected topic, arming you with the knowledge you need to design rock-solid business intelligence and data integration processes. Practicing consultant and adjunct BI professor Rick Sherman takes the guesswork out of creating systems that are cost-effective, reusable and essential for transforming raw data into valuable information for business decision-makers. After reading this book, you will be able to design the overall architecture for functioning business intelligence systems with the supporting data warehousing and data-integration applications. You will have the information you need to get a project launched, developed, managed and delivered on time and on budget – turning the deluge of data into actionable information that fuels business knowledge. Finally, you'll give your career a boost by demonstrating an essential knowledge that puts corporate BI projects on a fast-track to success. Provides practical guidelines for building successful BI, DW and data integration solutions. Explains underlying BI, DW and data integration design, architecture and processes in clear, accessible language. Includes the complete project development lifecycle that can be applied at large enterprises as well as at small to medium-sized businesses Describes best practices and pragmatic approaches so readers can put them into action. Companion website includes templates and examples, further discussion of key topics, instructor materials, and references to trusted industry sources.

A Practical Guide for Executives and Board Members Newnes

Technological developments in recent years have been tremendous. This evolution is visible in companies through technological equipment, computerized procedures, and management practices associated with technologies. One of the management practices that is visible is related to business intelligence and analytics (BI&A). Concepts such as data warehousing, key performance indicators (KPIs), data mining, and dashboards are changing the business arena. This book aims to promote research related to these new trends that open up a new field of research in the small and medium enterprises (SMEs) area. Features Focuses on the more recent research findings occurring in the fields of BI&A Conveys how companies in the developed world are facing today's technological challenges Shares knowledge and insights on an international scale Provides different options and strategies to manage competitive organizations Addresses several dimensions of BI&A in favor of SMEs

The Savvy Manager's Guide John Wiley & Sons

Perform more advanced analysis and manipulation of your data beyond what Power BI can do to unlock valuable insights using Python and R Key Features Get the most out of Python and R with Power BI by implementing non-trivial code Leverage the toolset of Python and R chunks to inject scripts into your Power BI dashboards Implement new techniques for ingesting, enriching, and visualizing data with Python and R in Power BI Book Description Python and R allow you to extend Power BI capabilities to simplify ingestion and transformation activities, enhance dashboards, and highlight insights. With this book, you'll be able to make your artifacts far more interesting and rich in insights using analytical languages. You'll start by learning how to configure your Power BI environment to use your Python and R scripts. The book then explores data ingestion and data transformation extensions, and advances to focus on data augmentation and data visualization. You'll understand how to import data from external sources and transform them using complex algorithms. The book helps you implement personal data de-identification methods such as pseudonymization, anonymization, and masking in Power BI. You'll be able to call external APIs to enrich your data much more quickly using Python programming and R programming. Later, you'll learn advanced Python and R techniques to perform in-depth analysis and extract valuable information using statistics and machine learning. You'll also understand the main statistical features of datasets by plotting multiple visual graphs in the process of creating a machine learning model. By the end of this book, you'll be able to enrich your Power BI data models and visualizations using complex algorithms in Python and R. What you will learn Discover best practices for using Python and R in Power BI products Use Python and R to perform complex data manipulations in Power BI Apply data anonymization and data pseudonymization in Power BI Log data and load large datasets in Power BI using Python and R Enrich your Power BI dashboards using external APIs and machine learning models Extract insights from your data using linear optimization and other algorithms Handle outliers and missing values for multivariate and time-series data Create any visualization, as complex as you want, using R scripts Who this book is for This book is for business analysts, business intelligence professionals, and data scientists who already use Microsoft Power BI and want to add more value to their analysis using Python and R. Working knowledge of Power BI is required to make the most of this book. Basic knowledge of Python and R will also be helpful.

Business Intelligence Roadmap John Wiley & Sons

Less than 0.5 per cent of all data is currently analysed and used. However, business leaders and managers cannot afford to be unconcerned or sceptical about data. Data is revolutionizing the way we work and it is the companies that view data as a strategic asset that will survive and thrive. Bernard Marr's *Data Strategy* is a must-have guide to creating a robust data strategy. Explaining

how to identify your strategic data needs, what methods to use to collect the data and, most importantly, how to translate your data into organizational insights for improved business decision-making and performance, this is essential reading for anyone aiming to leverage the value of their business data and gain competitive advantage. Packed with case studies and real-world examples, advice on how to build data competencies in an organization and crucial coverage of how to ensure your data doesn't become a liability, *Data Strategy* will equip any organization with the tools and strategies it needs to profit from big data, analytics and the Internet of Things.

[Ingest, transform, enrich, and visualize data using the power of analytical languages](#) John Wiley & Sons

Whether you are a software developer, systems architect, data analyst, or business analyst, if you want to take advantage of data mining in the development of advanced analytic applications, Java Data Mining, JDM, the new standard now implemented in core DBMS and data mining/analysis software, is a key solution component. This book is the essential guide to the usage of the JDM standard interface, written by contributors to the JDM standard. Data mining introduction - an overview of data mining and the problems it can address across industries; JDM's place in strategic solutions to data mining-related problems JDM essentials - concepts, design approach and design issues, with detailed code examples in Java; a Web Services interface to enable JDM functionality in an SOA environment; and illustration of JDM XML Schema for JDM objects JDM in practice - the use of JDM from vendor implementations and approaches to customer applications, integration, and usage; impact of data mining on IT infrastructure; a how-to guide for building applications that use the JDM API Free, downloadable KJDM source code referenced in the book available here

The Discipline of Building Breakthroughs Stanford University Press

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.

A Blueprint for Design, Development, and Adoption Passionned Publishers

Learn how to create effective data visualizations with Tableau and unlock a smarter approach to business analytics. It might just transform your organization About This Book Create stylish visualizations and dashboards that explain complexity with clarity Learn effective data storytelling to transform how your business uses ideas and makes decisions Explore all the new features in Tableau 10 and start to redefine what business analytics means to your organization Who This Book Is For Got data? Not sure what to make of it? This is the guide for you - whether you've been working with Tableau for years or are just beginning your adventure into business analytics. What You Will Learn Find out how to build effective visualizations and dashboards Prepare and clean your data so you can be sure Tableau is finding answers to your questions - not raising more problems Discover how to create advanced visualizations that explain complexity with clarity and style Dig deeper into your data with clustering and distribution models that allow you to analyze trends and make forecasts Learn how to use data storytelling to aid decision-making and strategy Share dashboards and visualizations to cultivate a culture where data is available and valued In Detail Tableau has for some time been one of the most popular Business Intelligence and data visualization tools available. Why? Because, quite simply, it's a tool that's responsive to the needs of modern businesses. But it's most effective when you know how to get what you want from it - it might make your business intelligent, but it isn't going to make you intelligent... We'll make sure you're well prepared to take full advantage of Tableau 10's new features. Whether you're an experienced data analyst that wants to explore 2016's new Tableau, or you're a beginner that wants to expand their skillset and bring a more professional and sharper approach to their organization, we've got you covered. Beginning with the fundamentals, such as data preparation, you'll soon learn how to build and customize your own data visualizations and dashboards, essential for high-level visibility and effective data storytelling. You'll also find out how to so trend analysis and forecasting using clustering and distribution models to inform your analytics. But it's not just about you - when it comes to data it's all about availability and access. That's why we'll show you how to share your Tableau visualizations. It's only once insights are shared and communicated that you - and your organization - will start making smarter and informed decisions. And really, that's exactly what this guide is for. Style and approach Practical yet comprehensive, this Tableau guide takes you from the fundamentals of the tool before diving deeper into creating advanced visualizations. Covering the latest features found in Tableau 10, this might be the guide that transforms your organization.

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