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In such times, business analytics plays a key role. Business intelligence facilitates the analytics teams to interpret data, extract information, and analyze trends. The right to self-service ...

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The future of data in business is so much more than having a fancy data scientist on your team. The Founder MaryBeth Maskovas – Founder, Principle Analytics and Optimization Consultant DURANGO, Colo.

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Speed up Data Analysis with Artificial Intelligence
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Quantexa Redefines Data and Analytics to Lead Contextual Decision Intelligence Category with $153M Series D Funding
From tracking Covid progression across geographies to sourcing secondary lifesaving drugs to streamlining the supply chain of vaccination, data analytics and artificial intelligence have been at the ...

How data analytics and artificial intelligence shaped the response to Covid-19
With the complexity of our data set, having the "Why" aspect of analytics is a powerful ... About Dhiva Dhiva is a business intelligence company with 15+ years of experience.

This book is for courses on Business Intelligence or Decision Support Systems. It provides a managerial approach to understanding business intelligence systems. It is meant 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. -- Provided by publisher.

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.

Business Intelligence Strategy and Big Data Analytics is written for business leaders, managers, and analysts - people who are involved with advancing the use of BI at their companies or who need to better understand what BI is and how it can be used to improve profitability. It is written from a general management perspective, and it draws on observations at 12 companies whose annual revenues range between $500 million and $20 billion. Over the past 15 years, my company has formulated vendor-neutral business-focused BI strategies and program execution plans in collaboration with manufacturers, distributors, retailers, logistics companies, insurers, investment companies, credit unions, and utilities, among others. It is through these experiences that we have validated business-driven BI strategy formulation methods and identified common enterprise BI program execution challenges. In recent years, terms like "big data" and "big data analytics" have been introduced into the business and technical lexicon. Upon close examination, the newer terminology is about the same thing that BI has always been about: analyzing the vast amounts of data that companies generate and/or purchase in the course of business as a means of improving profitability and competitiveness. Accordingly, we will use the terms BI and business intelligence throughout the book, and we will discuss the newer concepts like big data as appropriate. More broadly, the goal of this book is to share methods and observations that will help companies achieve BI success and thereby increase revenues, reduce costs, or both. Provides ideas for improving the business performance of one's company or business functions Emphasizes proven, practical, step-by-step methods that readers can readily apply in their companies Includes exercises and case studies with road-tested advice about formulating BI strategies and program plans

As technology continues to advance, it is critical for businesses to implement systems that can support the transformation of data into information that is crucial for the success of the company. Without the integration of data (both structured and unstructured) mining in business intelligence systems, invaluable knowledge is lost. However, there are currently many different models and approaches that must be explored to determine the best method of integration. Integration Challenges for Analytics, Business Intelligence, and Data Mining is a relevant academic book that provides empirical research findings on increasing the understanding of using data mining in the context of business intelligence and analytics systems. Covering topics that include big data, artificial intelligence, and decision making, this book is an ideal reference source for professionals working in the areas of data mining, business intelligence, and analytics; data scientists; IT specialists; managers; researchers; academicians; practitioners; and graduate students.

"This book is a splendid and valuable addition to this subject. The whole book is well written and I have no hesitation to recommend that this can be adapted as a textbook for graduate courses in Business Intelligence and Data Mining." Dr. Edi Shivaji, Des Moines, Iowa "As a complete novice to this area just starting out on a MBA course I found the book incredibly useful and very easy to follow and understand. The concepts are clearly explained and make it an easy task to gain an understanding of the subject matter." -- Mr. Craig Domoney, South Africa. Business Intelligence and Data Mining is a conversational and informative book in the exploding area of Business Analytics. Using this book, one can easily gain the intuition about the area, along with a solid toolset of major data mining techniques and platforms. This book can thus be gainfully used as a textbook for a college course. It is also short and accessible enough for a busy executive to become a quasi-expert in this area in a couple of hours. Every chapter begins with a case-let from the real world, and ends with a case study that runs across the chapters.

In the modern business world, the pace of action continues to quicken. Businesses need to be able to get actionable insights from their data in order to make the right decisions to act rapidly and effectively.

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.

Do you enjoy completing puzzles? Perhaps one of the most challenging (yet rewarding) puzzles is delivering a successful data warehouse suitable for data mining and analytics. The Analytical Puzzle describes an unbiased, practical, and comprehensive approach to building a data warehouse which will lead to an increased level of business intelligence within your organization. New technologies continuously impact this approach and therefore this book explains how to leverage big data, cloud computing, data warehouse appliances, data mining, predictive analytics, data visualization and mobile devices. Here are the main objectives for each of the book's 19 chapters: ⬜ Chapter 1: Develop a foundational knowledge of data warehousing, business intelligence and analytics ⬜ Chapter 2: Build the business case needed to sell your data warehousing project, and then produce a project plan that avoids common pitfalls ⬜ Chapter 3: Elicit and organize business intelligence and data warehousing business requirements ⬜ Chapter 4: Specify the technical architecture of the data warehousing system, including software and infrastructure components, technology stack, and non-functional requirements. Gain an understanding of cloud based data warehousing and data warehouse appliances ⬜ Chapter 5: Learn about data attributes including metrics and key performance indicators (KPIs), the raw material of data warehousing and business intelligence ⬜ Chapter 6: Learn about data modeling and how to apply design patterns for each part of the data warehouse ⬜ Chapter 7: Speak the dimensional modeling language of measures, dimensions, facts, cubes, stars, and snowflakes ⬜ Chapter 8: Organize a successful data governance program. Learn how to manage metadata for your data warehousing and business intelligence project ⬜ Chapter 9: Identify useful data sources and implement a data quality program ⬜ Chapter 10: Use database technology for your data warehousing project, and understand the impact of data warehouse appliances, big data, in memory databases, columnar databases and OnLine Analytical Processing (OLAP) ⬜ Chapter 11: Apply data integration and understand the role data mapping, data cleansing, data transformation, and loading data play in a successful data warehouse ⬜ Chapter 12: Use the business intelligence (BI) operations of slice, dice, drill down, roll up, and pivot to analyze and present data ⬜ Chapter 13: Learn about descriptive and predictive statistics, and calculate mean, median, mode, variance and standard deviation ⬜ Chapter 14: Harness analytical methods such as regression analysis, data mining, and statistics to make profitable decisions and anticipate the future ⬜ Chapter 15: Appreciate the components and design patterns that compose a successful analytic application ⬜ Chapter 16: Gain an understanding of the uses and benefits of scorecards and dashboards including support of mobile device users ⬜ Chapter 17: Gain insight into applications of business intelligence that could profit your organization, including risk management, finance, marketing, government, healthcare, science and sports ⬜ Chapter 18: Perform customer analytics to better understand and segment your customers ⬜ Chapter 19: Test, roll out, and sustain the data warehouse

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.

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