



# **WHAT IS BUSINESS INTELLIGENCE**

UNDERSTANDING  
ITS DETAILS

# Business Intelligence Guide

**Dan Volitich**



## **Business Intelligence Guide:**

**Business Intelligence** David Loshin, 2003 Business Intelligence describes the basic architectural components of a business intelligence environment ranging from traditional topics such as business process modeling data modeling and more modern topics such as business rule systems data profiling information compliance and data quality data warehousing and data mining 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 The book contains a quick reference guide for business intelligence terminology Business Intelligence is part of Morgan Kaufmann's Savvy Manager's Guide series Provides clear explanations without technical jargon followed by in depth descriptions Articulates the business value of new technology while providing relevant introductory technical background Contains a handy quick reference to technologies and terminologies Guides managers through developing administering or simply understanding business intelligence technology Bridges the business technical gap Is Web enhanced Companion sites to the book and series provide value added information links discussions and more

**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

**Learn Power BI** Greg Deckler, 2019-09-13 Solve business challenges with Microsoft Power BI's advanced visualization and data analysis techniques Key Features Create effective storytelling reports by implementing simple to

intermediate Power BI features

Develop powerful analytical models to extract key insights for changing business needs

Build publish and share impressive dashboards for your organization

**Book Description** To succeed in today's transforming business world organizations need business intelligence capabilities to make smarter decisions faster than ever before This Power BI book is an entry level guide that will get you up and running with data modeling visualization and analytical techniques from scratch You'll find this book handy if you want to get well versed with the extensive Power BI ecosystem You'll start by covering the basics of business intelligence and installing Power BI You'll then learn the wide range of Power BI features to unlock business insights As you progress the book will take you through how to use Power Query to ingest cleanse and shape your data and use Power BI DAX to create simple to complex calculations You'll also be able to add a variety of interactive visualizations to your reports to bring your data to life Finally you'll gain hands on experience in creating visually stunning reports that speak to business decision makers and see how you can securely share these reports and collaborate with others By the end of this book you'll be ready to create simple yet effective BI reports and dashboards using the latest features of Power BI

**What you will learn**

- Explore the different features of Power BI to create interactive dashboards
- Use the Query Editor to import and transform data
- Perform simple and complex DAX calculations to enhance analysis
- Discover business insights and tell a story with your data using Power BI
- Explore data and learn to manage datasets dataflows and data gateways
- Use workspaces to collaborate with others and publish your reports

**Who this book is for** If you're an IT manager data analyst or BI user new to using Power BI for solving business intelligence problems this book is for you You'll also find this book useful if you want to migrate from other BI tools to create powerful and interactive dashboards

No experience of working with Power BI is expected

**The Business Intelligence Team Handbook** Robert Hatton, 2014-12-12

Building Business Intelligence BI into your organization is a challenge Part of that challenge is that a successful implementation will involve both technical and business people The Business Intelligence Team Handbook provides common ground for all members of an effective BI team

Technical team members will gain perspective into reasons the organization wants to analyze data and business people will have a concise overview into how the technical folk are organizing a solution

True success with BI means building BI into your organizational culture The Business Intelligence Team Handbook can be the reference for that cultural change

Having this common point of reference for everyone involved with understanding how your organization works will help make the change possible

The Business Intelligence Team Handbook has information covering

- How to identify ROI for a BI project
- Identifying specific questions
- Converting specific questions to a BI design
- How double entry accounting impacts analytics
- A sample project narrative to provide big picture perspective
- Important BI tools such as databases query and presentation tools
- How to collect and organize data
- Extract Transform Load
- Pitfalls we should all learn from other's mistakes
- How to think about analytic data things you're analyzing and how you describe them
- How to structure analytic data focused on a popular technique the star schema
- The relationship between data structure and how it's queried
- Different ways to present

information Business Intelligence culture However you pursue your Business Intelligence goals make sure that the entire team has a common foundation

**Business Intelligence Strategy** John Boyer,Bill Frank,Brian Green,Tracy Harris,Kay Van De Vanter,2010 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

The Shortcut Guide to Achieving Business Intelligence in Midsize Companies Don Jones,2010 Do you think business intelligence is only for massive enterprises In the past that may have been the case but new techniques are quickly driving business intelligence to small and medium sized businesses with amazing effects There s no longer any need to run your business on intuition when affordable modular business intelligence systems can give you hard facts help answer what if questions and tie back into your business planning systems to help make implementation easier and more effective In The Shortcut Guide to Achieving Business Intelligence in Midsize Companies author Don Jones introduces you to the key concepts of business intelligence including data modeling data warehouses OLAP and more and explains how the same techniques and technologies used by the big boys are now available to small and medium sized businesses who don t want or can t afford multi month implementations that require hordes of specialized consultants

**IBM Cognos Business Intelligence 10: The Official Guide** Dan Volitich,Gerard Ruppert,2012-04-27 The only authorized guide to IBM Cognos Business Intelligence v10 1 Updated for the latest release of the software IBM Cognos Business Intelligence 10 The Official Guide explains how to create implement and manage an enterprise BI solution Maximize all of the new and enhanced features including the powerful modeling monitoring and analytics capabilities Build and deliver reports that foster informed business decisions and better results Filled with real world examples and expert advice this practical resource is ideal for anyone working with IBM Cognos Business Intelligence v10 1 from administrators to end users Monitor performance using dashboards and scorecards Assign user roles and privileges Provide a single access point to application specific data via Cognos Connection Access content from Microsoft Office applications and mobile devices Collect and analyze BI data in an interactive dashboard with Cognos Business Insight Use Cognos Administration tools for system management Implement appropriate security measures Create BI reports with relational and dimensional data using Business Insight Advanced Use Report Studio to build dimensional reports and statistical analyses Identify and deliver mission critical information using Event Studio Monitor business performance with Metric Studio Create modify organize and publish a model in Framework Manager Ensure report integrity with Lifecycle

Manager     *Business Intelligence* Richard Hurley,2020-01-13 If you want to learn about business intelligence and predictive analytics then keep reading Two manuscripts in one book Business Intelligence An Essential Beginner s Guide to BI Big Data Artificial Intelligence Cybersecurity Machine Learning Data Science Data Analytics Social Media and Internet Marketing Predictive Analytics The Secret to Predicting Future Events Using Big Data and Data Science Techniques Such as Data Mining Predictive Modelling Statistics Data Analysis and Machine Learning 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 In this book you will be introduced to the concept of business intelligence Business intelligence is closely connected to data and so as part of our journey we are going to see how modern companies are using big data together with artificial intelligence machine learning and pattern recognition in order to build systems of data driven decision making After we get a handle on what business intelligence is we will learn how it ties together with the next computer revolution happening right before our eyes We will discuss the use of artificial intelligence machine learning and pattern recognition to retrieve insights from the large amounts of data that companies are routinely collecting storing and using We will also explore the roles that social media and internet marketing are playing in the growth of business intelligence and how companies like Facebook are helping other companies act on data in powerful ways Some of the topics covered in part 1 of this book include An Introduction to BI Big Data AI and More An Overview of Business Intelligence BI and AI BI and Big Data BI And Machine Learning Data Science Cybersecurity BI and Data Mining BI and Social Media BI and Internet Marketing And much much more Some of the topics covered in part 2 of this book include The basics of predictive analysis How to predict events that are going to happen in the future with big data and data mining How to predict events that are going to happen in the future with the help of data analysis and statistics A look at machine learning and how this process can help make predictions How to avoid prediction traps avoid bias and make the best decisions with this analysis Some of the top reasons to implement this kind of analysis in your business The steps you can take to create your own predictive analysis model And much much more So if you want to learn more about business intelligence and predictive analytics click the add to cart button     **Business Intelligence: From Data to Decisions** Varun Khanna,2023-01-18 This business intelligence BI book is a beginner s guide that provides with quality content covering over 20 areas I have over 6 years experience working in the health care sector and the topics covered in my latest book will help you get a better understanding on the subject matter     **Business Intelligence in Plain Language** Jeremy M. Kolb,2013-05-21 One day a man walked into Asgard Inc and changed the company forever Unlike anyone who came before he remembered and understood data as naturally as a fish swims in water The CEO was shocked at how well the man knew the company He started posing questions to this man Who are my best customers Why is this product struggling Where is my greatest growth happening The man answered these and more Using his understanding of data he identified key new markets he discovered

the best places to invest capital and he even predicted the future Overnight Asgard Inc changed Where before the CEO relied on limited information and gut feelings now true knowledge guided his actions The CEO took the man s hand in gratitude and asked Who are you and he replied I am Business Intelligence Business Intelligence BI is shrouded in mystery for a lot of us but it doesn t need to stay that way Business Intelligence in Plain Language is a systematic exploration of this complicated tool I ll teach you about what it does how it works and most importantly how you can benefit from it In this book you will learn about Business Intelligence Data Mining Data Warehousing Data Discovery Big Data Outlier Detection Pattern Recognition Predictive Modeling Data Transformation and much more This book is your practical guide to understanding and implementing Business Intelligence      *Oracle Business Intelligence* Yuli Vailiev,2010-10-12 A fast track guide to uncovering the analytical power of Oracle Business Intelligence Analytic SQL Oracle Discoverer Oracle Reports and Oracle Warehouse Builder with this book and eBook      *Business Intelligence Bi the Ultimate Step-By-Step Guide* Gerardus Blokdyk,2018-05 What are the business objectives to be achieved with Business Intelligence BI How do you assess your Business Intelligence BI workforce capability and capacity needs including skills competencies and staffing levels How to Secure Business Intelligence BI How will the Business Intelligence BI team and the organization measure complete success of Business Intelligence BI If substitutes have been appointed have they been briefed on the Business Intelligence BI goals and received regular communications as to the progress to date 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 investments work better This Business Intelligence BI All Inclusive Self Assessment enables You to be that person All the tools you need to an in depth Business Intelligence BI Self Assessment Featuring 706 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 BI improvements can be made In using the questions you will be better able to diagnose Business Intelligence BI 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 BI and process design strategies into practice according to best practice guidelines Using a Self Assessment tool known as the Business Intelligence BI Scorecard you will develop a clear picture of which Business Intelligence BI areas need attention Your purchase includes access details to the Business Intelligence BI self

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**Business Intelligence: The Official Guide** Dan Volitich,2008-05-31 The Only Authorized Guide to IBM Cognos 8 Business Intelligence Develop deploy and maintain a complete BI solution across your enterprise IBM Cognos 8 Business Intelligence The Official Guide shows you how to take full advantage of the robust service oriented architecture and simplified role based user interfaces Learn how to create share and analyze data rich reports that lead to increased productivity and better business decisions Featuring real world insight and expert tips this is a must have guide for IBM Cognos 8 Business Intelligence users of all levels from administrators to end users Measure and monitor performance using dashboards and scorecards Assign user roles and privileges Provide complete and consistent access to a broad range of data sources via Cognos Connection Use Cognos 8 Go to extend BI to Office applications mobile devices and search engines Enable business users to create reports with Query Studio Develop new insights by exploring data in multiple dimensions and perspectives with Analysis Studio Build Dimensional Reports with Report Studio Use Event Studio to identify and deliver mission critical information Create modify organize and publish a model from Cognos Framework Manager Implement sound security measures Take advantage of the management tools in Cognos Administration to ensure maximum reliability and availability



Healthcare Business Intelligence Laura Madsen, 2012-07-20 Solid business intelligence guidance uniquely designed for healthcare organizations Increasing regulatory pressures on healthcare organizations have created a national conversation on data reporting and analytics in healthcare Behind the scenes business intelligence BI and data warehousing DW capabilities are key drivers that empower these functions Healthcare Business Intelligence is designed as a guidebook for healthcare organizations dipping their toes into the areas of business intelligence and data warehousing This volume is essential in how a BI capability can ease the increasing regulatory reporting pressures on all healthcare organizations Explores the five tenets of healthcare business intelligence Offers tips for creating a BI team Identifies what healthcare organizations should focus on first Shows you how to gain support for your BI program Provides tools and techniques that will jump start your BI Program Explains how to market and maintain your BI Program The risk associated with doing BI DW wrong is high and failures are well documented Healthcare Business Intelligence helps you get it right with expert guidance on getting your BI program started and successfully keep it going **The Business Intelligence Guide to I.T.**

**Consultants** Peter Bartram, 1994-01-01 *Business Intelligence Complete Self-Assessment Guide* Gerardus Blokdyk, 2017-07-24 What about Business Intelligence and Analytics Analysis of results Is the scope of Business Intelligence defined Which individuals teams or departments will be involved in Oracle Business Intelligence Enterprise Edition 12c Are there recognized Oracle Business Intelligence Enterprise Edition 12c problems What is the difference between business intelligence and business analytics Defining designing creating and implementing a process to solve a business challenge or meet a business objective is the most valuable role In EVERY company organization and department Unless you are talking a one time single use project within a business 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 For more than twenty years The Art of Service s Self Assessments empower people who can do just that whether their title is marketer entrepreneur manager salesperson consultant business process manager executive assistant IT Manager CxO etc they are the people who rule the future They are people who watch the process as it happens and ask the right questions to make the process work better This book is for managers advisors consultants specialists professionals and anyone interested in Business Intelligence assessment All the tools you need to an in depth Business Intelligence Self Assessment Featuring 693 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 improvements can be made In using the questions you will be better able to diagnose Business Intelligence 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 and process design strategies into

practice according to best practice guidelines Using a Self Assessment tool known as the Business Intelligence Scorecard you will develop a clear picture of which Business Intelligence areas need attention Included with your purchase of the book is the Business Intelligence Self Assessment downloadable resource which contains all questions and Self Assessment areas of this book in a ready to use Excel dashboard including the self assessment graphic insights and project planning automation all with examples to get you started with the assessment right away Access instructions can be found in the book You are free to use the Self Assessment contents in your presentations and materials for customers without asking us we are here to help

Healthcare Business Intelligence, + Website Laura Madsen,2012-09-04 Solid business intelligence guidance uniquely designed for healthcare organizations Increasing regulatory pressures on healthcare organizations have created a national conversation on data reporting and analytics in healthcare Behind the scenes business intelligence BI and data warehousing DW capabilities are key drivers that empower these functions Healthcare Business Intelligence is designed as a guidebook for healthcare organizations dipping their toes into the areas of business intelligence and data warehousing This volume is essential in how a BI capability can ease the increasing regulatory reporting pressures on all healthcare organizations Explores the five tenets of healthcare business intelligence Offers tips for creating a BI team Identifies what healthcare organizations should focus on first Shows you how to gain support for your BI program Provides tools and techniques that will jump start your BI Program Explains how to market and maintain your BI Program The risk associated with doing BI DW wrong is high and failures are well documented Healthcare Business Intelligence helps you get it right with expert guidance on getting your BI program started and successfully keep it going *Business Analytics Using SAS Enterprise Guide and SAS Enterprise Miner* Olivia Parr-Rud,2014-10-01 This tutorial for data analysts new to SAS Enterprise Guide and SAS Enterprise Miner provides valuable experience using powerful statistical software to complete the kinds of business analytics common to most industries Today s businesses increasingly use data to drive decisions that keep them competitive Especially with the influx of big data the importance of data analysis to improve every dimension of business cannot be overstated Data analysts are therefore in demand however many hires and prospective hires although talented with respect to business and statistics lack the know how to perform business analytics with advanced statistical software Business Analytics Using SAS Enterprise Guide and SAS Enterprise Miner is a beginner s guide with clear illustrated step by step instructions that will lead you through examples based on business case studies You will formulate the business objective manage the data and perform analyses that you can use to optimize marketing risk and customer relationship management as well as business processes and human resources Topics include descriptive analysis predictive modeling and analytics customer segmentation market analysis share of wallet analysis penetration analysis and business intelligence This book is part of the SAS Press program

*Business Intelligence Complete Self-Assessment Guide* Gerardus Blokdyk,2018-01-05 What about Business Intelligence and Analytics Analysis of results Is the scope of Business Intelligence defined Which individuals teams or departments will be

involved in Oracle Business Intelligence Enterprise Edition 12c Are there recognized Oracle Business Intelligence Enterprise Edition 12c problems What is the difference between business intelligence and business analytics Defining designing creating and implementing a process to solve a business challenge or meet a business objective is the most valuable role In EVERY company organization and department Unless you are talking a one time single use project within a business 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 For more than twenty years The Art of Service s Self Assessments empower people who can do just that whether their title is marketer entrepreneur manager salesperson consultant business process manager executive assistant IT Manager CxO etc they are the people who rule the future They are people who watch the process as it happens and ask the right questions to make the process work better This book is for managers advisors consultants specialists professionals and anyone interested in Business Intelligence assessment All the tools you need to an in depth Business Intelligence Self Assessment Featuring 693 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 improvements can be made In using the questions you will be better able to diagnose Business Intelligence 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 and process design strategies into practice according to best practice guidelines Using a Self Assessment tool known as the Business Intelligence Scorecard you will develop a clear picture of which Business Intelligence areas need attention Included with your purchase of the book is the Business Intelligence Self Assessment downloadable resource which contains all questions and Self Assessment areas of this book in a ready to use Excel dashboard including the self assessment graphic insights and project planning automation all with examples to get you started with the assessment right away Access instructions can be found in the book You are free to use the Self Assessment contents in your presentations and materials for customers without asking us we are here to help

## Decoding **Business Intelligence Guide**: Revealing the Captivating Potential of Verbal Expression

In a time characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its power to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**Business Intelligence Guide**," a mesmerizing literary creation penned by a celebrated wordsmith, readers attempt an enlightening odyssey, unraveling the intricate significance of language and its enduring effect on our lives. In this appraisal, we shall explore the book's central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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### **Business Intelligence Guide Introduction**

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