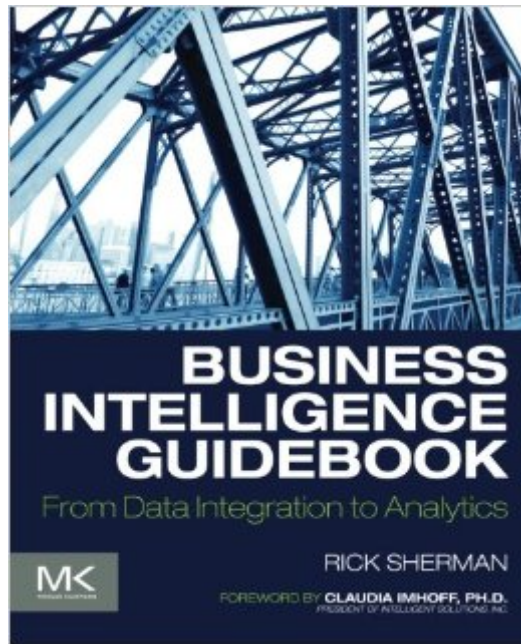# Business Intelligence Guidebook: From Data Integration To Analytics

Synopsis

Between the high-level concepts of business intelligence and the nitty-gritty instructions for using vendorsâ ™ tools lies the essential, yet poorly-understood layer of architecture, design and process. Without this knowledge, Big Data is belittled â " 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 â " turning the deluge of data into actionable information that fuels business knowledge. Finally, youâ ™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.

Book Information

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Customer Reviews

This textbook is a rare thing. Not from it's difficulty in obtaining, or due to the price being well below the norm of $100. What is rare about it is that it actually feels like they are trying to make it for someone who wants to learn the information, rather than simply writing it for a class; that is, it prioritizes learning over merely informing.I found my first indication of this as I went to place sticky-note flags marking the individual chapters for later study - I typically do this so that when referencing one chapter I can more quickly get back to it. I realized that the flags were coinciding with these black markers on the side, and quickly realized that the way they printed the book off, there are black lines on the side that indicate where the part starts are, and where each chapter was. I know this is a small thing, and really not relevant to the actual content of the book, but it's just so refreshing to see that the publisher or author was concerned about efficacy rather than merely the bottom-line.As for the content itself, there is little "fluff" or waste throughout the book. As I said before, it's designed with the task of informing in mind, and as such, it does not go off on tangents or over-explain anything. Anything that requires a tangential explanation is typically all contained within the same chapter. In a classroom setting, I could see this being useful if the book is being used to explain a specific subset of a field, as you can easily skip sections irrelevant to the classroom without having to summarize the preceding section.The only thing missing from my "checklist" when it comes to textbooks would be a summation of the individual chapters - summation of chapters are typically a staple of most textbooks.

Analytics: Data Science, Data Analysis and Predictive Analytics for Business (Algorithms, Business Intelligence, Statistical Analysis, Decision Analysis, Business Analytics, Data Mining, Big Data) Data Analytics: What Every Business Must Know About Big Data And Data Science (Data Analytics for Business, Predictive Analysis, Big Data) Data Analytics: Practical Data Analysis and Statistical Guide to Transform and Evolve Any Business. Leveraging the Power of Data Analytics, Data ... (Hacking Freedom and Data Driven) (Volume 2) Business Intelligence Guidebook: From Data Integration to Analytics Analytics: Data Science, Data Analysis and Predictive Analytics for Business Data Science and Big Data Analytics: Discovering, Analyzing, Visualizing and Presenting Data M&A Integration: How To Do It. Planning and delivering M&A integration for business success RapidMiner: Data Mining Use Cases and Business Analytics Applications (Chapman & Hall/CRC

Data Mining and Knowledge Discovery Series) Social Intelligence: A Practical Guide to Social Intelligence: Communication Skills - Social Skills - Communication Theory - Emotional Intelligence - Data Analysis and Data Mining using Microsoft Business Intelligence Tools: Excel 2010, Access 2010, and Report Builder 3.0 with SQL Server Data Governance: How to Design, Deploy and Sustain an Effective Data Governance Program (The Morgan Kaufmann Series on Business Intelligence) People Analytics: How Social Sensing Technology Will Transform Business and What It Tells Us about the Future of Work (FT Press Analytics) Data Analytics with Hadoop: An Introduction for Data Scientists Agile Data Science: Building Data Analytics Applications with Hadoop Big Data in Practice: How 45 Successful Companies Used Big Data Analytics to Deliver Extraordinary Results Healthcare Data Analytics (Chapman & Hall/CRC Data Mining and Knowledge Discovery Series) From Big Data to Big Profits: Success with Data and Analytics Java: Artificial Intelligence; Made Easy, w/ Java Programming; Learn to Create your * Problem Solving * Algorithms! TODAY! w/ Machine Learning & Data Structures (Artificial Intelligence Series) Javascript Artificial Intelligence: Made Easy, w/ Essential Programming; Create your * Problem Solving * Algorithms! TODAY! w/ Machine Learning & Data Structures (Artificial Intelligence Series) Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1)