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Swain Scheps is Manager of Business Analysis at Brierley + Partners, Inc. and a technology veteran making his first foray into the world of book authoring. He wrote the masterpiece resting in your hands with a great deal of input and inspiration from BI guru and fellow For Dummies author Alan R. Simon.

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"Business intelligence is essentially timely, accurate, high-value, and actionable business insights, and the work processes and technologies used to obtain them." — 0 likes "The user interface of an EIS program could be set up to show the most important information, metrics, and trends.

Business Intelligence for Dummies by Swain Scheps

Publisher: For Dummies; 1 edition (January 10, 2008) Language: English; ISBN-10: 0470127236; ISBN-13: 978-0470127230; Product Dimensions: 7.4 x 0.8 x 9.2 inches; Book Description. 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.

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The Complete MBA For Dummies, 2nd Edition, is the practical, plain-English guide that covers all the basics of a top-notch MBA program, helping you to navigate today's most innovative business strategies. From management to entrepreneurship to strategic planning, you'll understand the hottest trends and get the latest techniques for motivating employees, building global partnerships, managing risk, and manufacturing.

Business Intelligence for Dummies Audiobook | Swain Scheps ...

Swain Scheps is Manager of Business Analysis at Brierley + Partners, Inc. and a technology veteran making his first foray into the world of book authoring. He wrote the masterpiece resting in your hands with a great deal of input and inspiration from BI guru and fellow For Dummies author Alan R. Simon.

Business Intelligence For Dummies : Swain Scheps ...

It's interesting, and perhaps telling, that this book gets rave reviews on amazon.com, and 2 pretty negative reviews on amazon.co.uk. It does an okay job of explaining what BI is from a business perspective, although the author sometimes slips in words, like "normalization", without explaining them first, or at all, which I wouldn't expect from a "Dummies" book.

Amazon.co.uk:Customer reviews: Business Intelligence for ...

Buy Business Intelligence for Dummies by Swain Scheps online at Alibris UK. We have new and used copies available, in 1 editions - starting at \$8.53. Shop now.

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

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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.

Learn to create an effective business strategy using Microsoft's BI stack Microsoft Business Intelligence tools are among the most widely used applications for gathering, providing access to, and analyzing data to enable the enterprise to make sound business decisions. The tools include SharePoint Server, the Office Suite, PerformancePoint Server, and SQL Server, among others. With so much jargon and so many technologies involved, Microsoft Business Intelligence For Dummies provides a much-needed step-by-step explanation of what's involved and how to use this powerful package to improve your business. Microsoft Business Intelligence encompasses a broad collection of tools designed to help business owners and managers direct the enterprise effectively This guide provides an overview of SharePoint, PerformancePoint, the SQL Server suite, Microsoft Office, and the BI development technologies Explains how the various technologies work together to solve functional problems Translates the buzzwords and shows you how to create your business strategy Examines related technologies including data warehousing, data marts, Online Analytical Processing (OLAP), data mining, reporting, dashboards, and Key Performance Indicators (KPIs) Simplifies this complex package to get you up and running quickly Microsoft Business Intelligence For Dummies demystifies these essential tools for enterprise managers, business analysts, and others who need to get up to speed.

This software will enable the user to learn about business intelligence roadmap.

The sports gambling book you can bet on Sports betting combines America's national pastime (sports) with its national passion (gambling). In the U.S., more than a third of the population bets on at least one sporting event every year. With the recent lifting of the federal ban on sports gambling, states are pushing legislation to take advantage of the new potential source of revenue. The best sports betting books are data driven, statistically honest, and offer ways to take action. Sports Betting For Dummies will cover the basics, as well as delving into more nuanced topics. You'll find all the need-to-know information on types of bets, statistics, handicapping fundamentals, and more. Betting on football, basketball, baseball, and other sports Betting on special events, such as the Superbowl or the Olympics Money management Betting on the internet With handy tips, tricks, and tools, Sports Betting For Dummies shows you how to place the right bet at the right time—to get

the right payoff.

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.

Praise for *Successful Business Intelligence* "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* "When used strategically, business intelligence can help companies transform their organization to be more agile, more competitive, and more profitable. *Successful Business Intelligence* offers valuable guidance for companies looking to embark upon their first BI project as well as those hoping to maximize their current deployments." --John Schwarz, CEO, Business Objects "A thoughtful, clearly written, and carefully researched examination of all facets of business intelligence that your organization needs to know to run its business more intelligently and exploit information to its fullest extent." --Wayne Eckerson, Director, TDWI Research "Using real-world examples, Cindi Howson shows you how to use business intelligence to improve the performance, and the quality, of your company." --Bill Baker, Distinguished Engineer & GM, Business Intelligence Applications, Microsoft Corporation "This book outlines the key steps to make BI an integral part of your company's culture and demonstrates how your company can use BI as a competitive differentiator." --Robert VanHees, CFO, Corporate Express "Given the trend to expand the business analytics user base, organizations are faced with a number of challenges that affect the success rate of these projects. This insightful book provides practical advice on improving that

success rate." --Dan Vesset, Vice President, Business Analytics Solution Research, IDC

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!

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

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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.

This text aims to help you to maximize the potential of Business Intelligence in your organization. It includes stories of companies that implemented BI - those that have succeeded and those that have failed.

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