Business Intelligence: Making Decisions through Data Analytics

Jerzy Surma

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This book is about using business intelligence as a management information
system for supporting managerial decision making. It concentrates
mainly on practical business issues and demonstrates how to apply data
warehousing and data analytics to support decision making. This book
progresses through a logical sequence, starting with data model infrastructure,
then data preparation, followed by data analysis, integration,
knowledge discovery, and fi nally the actual use of discovered knowledge.
All examples are based on the newest achievements in business intelligence
(BI). Finally, this book outlines an overview of a methodology that
takes into account the complexity of developing applications in an integrated
BI environment.

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