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Autore	Carter Keith B
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Answer the Questions: Business Discovery; Business Discovery Example; Visual Consistency and the First Tool
Gaining Support with Our First Tool: Global Inventory Tool
Off to the Races; Summary and Considerations; Notes; Chapter 3 Creating a Foundation of Data; Building the Foundation; Benefits of Having the Right Data; The Data Challenge; Acquire Data in Four Consistent Steps; Step 1: Identify the Data Needed and Gather Data from the Known Sources; Step 2: Document the Acquisition Process into the Data Dictionary; Step 3: Determine the Data Owners, Validate the Data with Them, and Create a Data Dashboard for Those Owners
Step 4: Implement Changes in People, Processes, and Systems to Improve Data Quality
The Byproduct: Master Data Management; Data Management Issues in the Spotlight; The Data Supply Chain; Build the House; Summary and Considerations; Notes; Chapter 4 Visualization; Complete Circle; So Now, How Can You Do It?; The Way Ahead; Example of Iterative Visualization to Solve the Question "How Do I Get There Quickly, Safely, Efficiently?": Leveraging Global Positioning System Data; Effective Visualizations: Tell a Story to Your Mind; Noticing Visualization Pitfalls; The Post Hoc Fallacy
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Notes; Chapter 5 The Initial Answers; Attempting to Regularly Capture Benefits, False Starts, and a Rhythm; The Results of Actionable Intelligence Delivered; The Power of Quotes; Possibilities with Actionable Intelligence; Social Media Sentiments; Execution Excellence; Prediction of Future Performance; Cost Management; Mergers and Acquisitions; Manufacturing, Operations, and Quality; Testing and Getting the Right Formula; Health Care and Healthier Living; Attracting and Retaining Customers; Business Capabilities for Insurers; Pricing Optimization; Almost Done? Summary and Considerations

Sommario/riassunto

Building an analysis ecosystem for a smarter approach to intelligence
Keith Carter's Actionable Intelligence: A Guide to Delivering Business Results with Big Data Fast! is the comprehensive guide to achieving the dream that business intelligence practitioners have been chasing since the concept itself came into being. Written by an IT visionary with extensive global supply chain experience and insight, this book describes what happens when team members have accurate, reliable, usable, and timely information at their fingertips. With a focus on leveraging big data, the book provides expert gui
