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Chapter 6. Data Warehouses, Online Analytical Processing, and MetadataThe Business Case; Data Models; The Data Warehouse; The Data Mart; Online Analytical Processing; Metadata; Management Issues; Summary; Chapter 7. Business Rules; The Business Case; The Business Rules Approach; What Is a Business Rule?; What Is a Business Rule System?; Sources of Business Rules; Management Issues; To Learn More; Chapter 8. Data Profiling; The Business Case; Data Profiling Activities; Data Model Inference; Attribute Analysis; Relationship Analysis; Management Issues; The Last Word
Chapter 9. Data Quality and Information ComplianceThe Business Case; More Than Just Names and Addresses; Types of Errors; Data Cleansing; Business Rule-Based Information Compliance; Management Issues; To Learn More; Chapter 10. Information Integration; The Business Case; ETL: Extract, Transform, Load; Enterprise Application Integration and Web Services; Record Linkage and Consolidation; Management Issues; To Learn More; Chapter 11. The Value of Parallelism; The Business Case; Parallelism and Granularity; Parallel Processing Systems; Dependence; Parallelism and Business Intelligence
Management IssuesTo Learn More; Chapter 12. Alternate Information Contexts; The Business Case; Psychographics and Demographics; Geographic Data; Web Behavior Intelligence; Management Issues; To Learn More; Chapter 13. Data Enhancement; The Business Case; Types of Data Enhancement; Incremental Enhancements; Batch Enhancements; Standardization; Example: Address Standardization; Enhancement Methodologies; Management Issues; To Learn More; Chapter 14. Knowledge Discovery and Data Mining; The Business Case; Data Mining and the Data Warehouse; The Virtuous Cycle
Directed versus Undirected Knowledge Discovery

Sommario/riassunto

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 gui
