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| Descrizione fisica | 1 online resource (273 p.) |
| Collana | Wiley and SAS business series |
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| Soggetti | Business intelligence Data mining |
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| Nota di contenuto | Business Analytics for Managers: Taking Business Intelligence Beyond Reporting; Contents; Foreword; Introduction; Chapter 1: The Business Analytics Model; Chapter 2: Business Analytics at the Strategic Level; Chapter 3: Development and Deployment of Information at the Functional Level; Chapter 4: Business Analytics at the Analytical Level; Chapter 5: Business Analytics at the Data Warehouse Level; Chapter 6: The Company's Collection of Source Data; Chapter 7: Structuring of a Business Intelligence Competency Center; Chapter 8: Assessment and Prioritization of BA Projects Chapter 9: Business Analytics in the FutureIndex |
| Sommario/riassunto | World-class guidance for delivering the right decision support to the right people at the right time A vital blueprint for organizations that want to thrive in the competitive fray, Business Analytics for Managers presents a sustainable business analytics (BA) model focusing on the interaction of IT technology, strategy, business processes, and a broad spectrum of human competencies and organizational circumstances. Proven guidance on developing an information strategyTips for supporting your company's ability to innovate in the future by using |

