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Nota di contenuto	Front Cover; Business Intelligence; Copyright; Contents; Preface; Introduction; What This Book Is; Why You Should Be Reading This Book; Organization of the Book; Our Approach to Knowledge Transfer; Contact Me; Acknowledgements; Foreword; Chapter 1- Business Intelligence and Information Exploitation; Improving the Decision-Making Process; Why a Business Intelligence Program?; Taking Advantage of the Information Asset; Business Intelligence and Program Success; Business Intelligence Defined; Actionable Intelligence; The Analytics Spectrum; Taming the Information Explosion; Considerations Continuing Your Business Intelligence Education End notes; Chapter 2 - The Value of Business Intelligence; Value Drivers and Information Use; Performance Metrics and Key Performance Indicators; Using Actionable Knowledge; Horizontal Use Cases for Business Intelligence; Vertical Use Cases for Business Intelligence; Business Intelligence Adds Value; Chapter 3 -Planning for Success; Introduction; Organizational Preparedness for Business Intelligence and Analytics; Initial Steps in Starting a Business Intelligence Program; Bridging the Gaps Between Information Technology and the Business Users Knowing the Different Types of Business Intelligence Users Business Intelligence Success Factors: A Deeper Dive; More on Building Your Team; Strategic Versus Tactical Planning; Summary; End notes; Chapter 4 -Developing Your Business Intelligence Roadmap; A Business

Intelligence Strategy: Vision to Blueprint; Review: The Business Intelligence and Analytics Spectrum; The Business Intelligence Roadmap: Example Phasing; Planning the Business Intelligence Plan; Chapter 5 -The Business Intelligence Environment; Aspects of a Business Intelligence and Analytics Platform and Strategy The Organizational Business Intelligence Framework Services and System Evolution; Management Issues; Additional Considerations; Chapter 6 -Business Processes and Information Flow; Analytical Information Needs and Information Flows; Information Processing and Information Flow; The Information Flow Model; Practical Use; Modeling Frameworks; Management Issues; Deeper Dives; Chapter 7 -Data Requirements Analysis; Introduction; Business Uses of Information; Metrics: Facts, Qualifiers, and Models; What is Data Requirements Analysis?; Assessing Suitability; Summary Chapter 8 -Data Warehouses and the Technical Business Intelligence Architecture Introduction; Data Modeling and Analytics; The Data Warehouse; Analytical Platforms; Operational Data Stores; Management; Do You Really Need a Data Warehouse?; Summary; Chapter 9 - Metadata; What is Metadata?; The Origin and Utility of Metadata; Types of Metadata; Semantic Metadata Processes for Business Analytics; Further Considerations; Using Metadata Tools; Establishing Usability of Candidate Data Sources; Data Profiling Activities; Data Model Inference; Attribute Analysis; Relationship Analysis Management Issues

Sommario/riassunto

Following the footsteps of the first edition, the second edition of Business Intelligence is a full overview of what comprises business intelligence. It is intended to provide an introduction to the concepts to uncomplicate the learning process when implementing a business intelligence program. Over a relatively long lifetime (7 years), the current edition of book has received numerous accolades from across the industry for its straightforward introduction to both business and technical aspects of business intelligence. As an author, David Loshin has a distinct ability to translate challenging topics into a framework that is easily digestible by managers, business analysts, and technologists alike. In addition, his material has developed a following (such as the recent Master Data Management book) among practitioners and key figures in the industry (both analysts and vendors) and that magnifies our ability to convey the value of this book. 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.
