

Business Intelligence For Dummies

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Business intelligence (BI) is an activity, tool, or process that allows businesses to create clarity and support around their decision-making approach by determining key performance indicators (KPIs). The success level of any business endeavor can almost be measured or quantified in some aspect:

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"Business Intelligence For Dummies" makes BI understandable! It takes you step by step through the technologies and the alphabet soup, so you can choose the right technology and implement a successful BI environment.

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The technology and business intelligence worlds use their own unique language that's made up of acronyms, terms, and concepts. Getting a handle on how the jargon translates into something useful can be a very challenging task.

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and a featured article on Self-Serve Business Intelligence in The Architecture Journal. \$34.99 US / \$41.99 CN / £24.99 UK ISBN 978-0-470-52693-4 Computers/Data Processing Go to Dummies.com® for videos, step-by-step examples, how-to articles, or to shop! The book that beats the buzzwords! At last, understand BI and what it can do for your business

Microsoft Business Intelligence For Dummies

It does an okay job of explaining what BI is from a business perspective, although the author sometimes slips in words, like "normalization", without explaining them first, or at all, which I wouldn't expect from a "Dummies" book. The whole thing would have been a lot better with more concrete examples, diagrams and screenshots to bring the concepts to life. I don't understand why the "BI and ...

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Business Intelligence for Dummies makes BI understandable! It takes you step by step through the technologies and the alphabet soup, so you can choose the right technology and implement a successful BI environment. You'll hear how the applications and technologies work together to access, analyze, and present data that you can use to make better decisions about your products, customers ...

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