Business Intelligence: The Savvy Manager's Guide (The Morgan Kaufmann Series on Business Intelligence)

By David Loshin

Business Intelligence: The Savvy Manager's Guide (The Morgan Kaufmann Series on Business Intelligence) By David Loshin

Business Intelligence: The Savvy Managers Guide, Second Edition, discusses the objectives and practices for designing and deploying a business intelligence (BI) program. It looks at the basics of a BI program, from the value of information and the mechanics of planning for success to data model infrastructure, data preparation, data analysis, integration, knowledge discovery, and the actual use of discovered knowledge.

Organized into 21 chapters, this book begins with an overview of the kind of knowledge that can be exposed and exploited through the use of BI. It then proceeds with a discussion of information use in the context of how value is created within an organization, how BI can improve the ways of doing business, and organizational preparedness for exploiting the results of a BI program. It also looks at some of the critical factors to be taken into account in the planning and execution of a successful BI program. In addition, the reader is introduced to considerations for developing the BI roadmap, the platforms for analysis such as data warehouses, and the concepts of business metadata. Other chapters focus on data preparation and data discovery, the business rules approach, and data mining techniques and predictive analytics. Finally, emerging technologies such as text analytics and sentiment analysis are considered.

This book will be valuable to data management and BI professionals, including senior and middle-level managers, Chief Information Officers and Chief Data Officers, senior business executives and business staff members, database or software engineers, and business analysts.

- 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

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Editorial Review

From the Back Cover
"Here is a book that takes the time to identify and define all of the pre-requisite parts of a corporate business intelligence world from the point of view of the expected BI benefits. David Loshin simplifies complicated topics in order to emphasize the true power of organized information."
-Adrienne Tannenbaum - President, Database Design Solutions, Inc.

"Relief from the mundane and ineffective writings that take up valuable space on many practitioner bookshelves ... This Savvy Manager's Guide is a thorough and pleasant read that should be included in the toolkit of all Business Intelligence managers." **-Robert S. Seiner, Publisher, The Data Administration Newsletter (TDAN.com), President & Principal, KIK Consulting & Educational Services**

How can a manager transform a company's wealth of information into profits? The answer lies in this book. Business intelligence (BI) is the sum total of best practices, tools, methods, and processes used to transform an organization's data into actionable knowledge. Written by an expert in data management and knowledge discovery to enhance business applications, Business Intelligence: The Savvy Manager's Guide outlines the technical, management, and political issues for building a successful business intelligence and information exploitation program--from the basics of a BI plan to the actual use of discovered knowledge.

Business Intelligence: The Savvy Manager's Guide:
* Provides clear explanations without technical jargon, followed by in-depth descriptions.
* Articulates the business value of new technology, while providing relevant introductory technical background.
* Contains a handy quick-reference to technologies and terminologies.
* Guides managers through developing, administering, or simply understanding business intelligence technology.
* Bridges the business-technical gap.
* Is Web enhanced. Companion sites to the book and series provide value-added information, links, discussions, and more.

About the Author
David Loshin is President of Knowledge Integrity, Inc., a company specializing in data management consulting. The author of numerous books on performance computing and data management, including "Master Data Management" (2008) and "Business Intelligence - The Savvy Manager's Guide" (2003), and creator of courses and tutorials on all facets of data management best practices, David is often looked to for thought leadership in the information management industry.

Users Review

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Alma Young:

This book untitled Business Intelligence: The Savvy Manager's Guide (The Morgan Kaufmann Series on Business Intelligence) to be one of several books in which best seller in this year, that is because when you

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