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Business Intelligence  
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Integration to Analytics

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adjunct BI professor Rick Sherman takes the guesswork out of creating systems that are cost-effective, reusable and essential for transforming raw data into valuable information for business decision-makers.

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Provides practical guidelines for building successful BI, DW and data integration solutions.

Explains... Readership.

Table of Contents. Where are the Product and Vendor Names? Are There Data Shadow Systems in Your

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~~Business Intelligence  
Guidebook by Sherman, Rick  
(ebook)~~

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Business intelligence all starts with the data. As we mention above, businesses have access to more data than ever. Much of that comes from transactional systems, such as CRM systems, ERP systems, inventory databases, HR and payroll systems, and many others. Data used in BI also comes from external sources.

~~The Definitive Guide to Business Intelligence The~~

~~...~~

A best-selling book on business intelligence, 'The Data Warehouse Toolkit' starts with a short section about the theory of data warehousing and analytics,

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"Anyone looking to rollout a business intelligence initiative or shore up a fledgling one can benefit from the BI Guidebook. Rick Sherman leaves no stone unturned and takes a deep dive into a complex and diverse field. Even a seasoned BI professional will enjoy having this book as a reference within arm's reach."

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