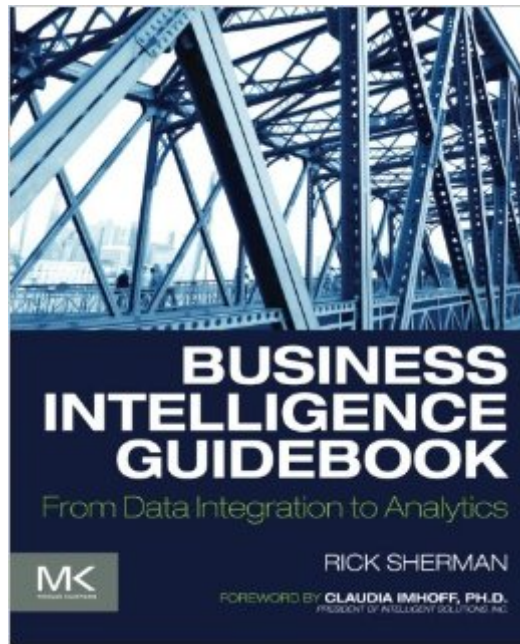


The book was found

Business Intelligence Guidebook: From Data Integration To Analytics



Synopsis

Between the high-level concepts of business intelligence and the nitty-gritty instructions for using vendors' tools lies the essential, yet poorly-understood layer of architecture, design and process. Without this knowledge, Big Data is belittled – projects flounder, are late and go over budget. *Business Intelligence Guidebook: From Data Integration to Analytics* shines a bright light on an often neglected topic, arming you with the knowledge you need to design rock-solid business intelligence and data integration processes. Practicing consultant and 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. After reading this book, you will be able to design the overall architecture for functioning business intelligence systems with the supporting data warehousing and data-integration applications. You will have the information you need to get a project launched, developed, managed and delivered on time and on budget – turning the deluge of data into actionable information that fuels business knowledge. Finally, you'll give your career a boost by demonstrating an essential knowledge that puts corporate BI projects on a fast-track to success. Provides practical guidelines for building successful BI, DW and data integration solutions. Explains underlying BI, DW and data integration design, architecture and processes in clear, accessible language. Includes the complete project development lifecycle that can be applied at large enterprises as well as at small to medium-sized businesses. Describes best practices and pragmatic approaches so readers can put them into action. Companion website includes templates and examples, further discussion of key topics, instructor materials, and references to trusted industry sources.

Book Information

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Customer Reviews

This textbook is a rare thing. Not from its difficulty in obtaining, or due to the price being well below the norm of \$100. What is rare about it is that it actually feels like they are trying to make it for someone who wants to learn the information, rather than simply writing it for a class; that is, it prioritizes learning over merely informing. I found my first indication of this as I went to place sticky-note flags marking the individual chapters for later study - I typically do this so that when referencing one chapter I can more quickly get back to it. I realized that the flags were coinciding with these black markers on the side, and quickly realized that the way they printed the book off, there are black lines on the side that indicate where the part starts are, and where each chapter was. I know this is a small thing, and really not relevant to the actual content of the book, but it's just so refreshing to see that the publisher or author was concerned about efficacy rather than merely the bottom-line. As for the content itself, there is little "fluff" or waste throughout the book. As I said before, it's designed with the task of informing in mind, and as such, it does not go off on tangents or over-explain anything. Anything that requires a tangential explanation is typically all contained within the same chapter. In a classroom setting, I could see this being useful if the book is being used to explain a specific subset of a field, as you can easily skip sections irrelevant to the classroom without having to summarize the preceding section. The only thing missing from my "checklist" when it comes to textbooks would be a summation of the individual chapters - summation of chapters are typically a staple of most textbooks.

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