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Rick Sherman

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Sherman takes
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DW and data
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Table of

Contents. Where

are the Product

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Synopsis.

Between the high-level concepts of business intelligence and the nitty-gritty instructions for using vendors' tools lies the essential, yet p

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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

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In larger organizations, establishing a business intelligence (BI) program helps ensure that all projects follow the same enterprise-wide BI vision and reduces overlap and redundancy.

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decision-makers.

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Guidebook by
Sherman, Rick
(ebook)~~

Business
intelligence all
starts with the
data. As we
mention above,
businesses have
access to more
data than ever.
Much of that
comes from

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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.

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~~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

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data warehousing and analytics, moving onto a selection of case studies showing how to apply the theory to common business scenarios. It's also one the best books for building a BI system.

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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

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untuned 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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