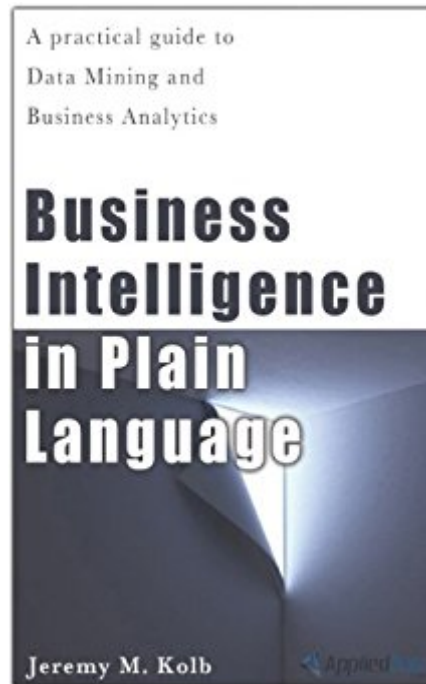


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# Business Intelligence In Plain Language: A Practical Guide To Data Mining And Business Analytics



## Synopsis

One day a man walked into Asgard Inc. and changed the company forever. Unlike anyone who came before, he remembered and understood data as naturally as a fish swims in water. The CEO was shocked at how well the man knew the company. He started posing questions to this man. Who are my best customers? Why is this product struggling? Where is my greatest growth happening? The man answered these and more. Using his understanding of data, he identified key new markets, he discovered the best places to invest capital, and he even predicted the future. Overnight Asgard Inc. changed. Where before the CEO relied on limited information and gut feelings, now true knowledge guided his actions. The CEO took the man's hand in gratitude and asked, "Who are you?" and he replied, "I am Business Intelligence." Business Intelligence (BI) is shrouded in mystery for a lot of us but it doesn't need to stay that way. Business Intelligence in Plain Language is a systematic exploration of this complicated tool. I'll teach you about what it does, how it works, and most importantly how you can benefit from it. In this book you will learn about: Business Intelligence, Data Mining, Data Warehousing, Data Discovery, Big Data, Outlier Detection, Pattern Recognition, Predictive Modeling, Data Transformation, and more. I want to help you learn what you need to know to improve performance and gain value, or improve your "data Intelligence". This book is your practical guide to understanding and implementing Business Intelligence.

## Book Information

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## Customer Reviews

With all of the hoopla over Big Data, it is nice to see the author step back and cover the basics of Business Intelligence. The book has a lot of stories that help explain the sometimes complex topic of BI and is even an easy fast read. But, don't let that fool you, it still covers topics such as Outlier Detection, Pattern Recognition, ETL, and more...But, don't stop with just reading the book, there is also some great learning in the appendices. Overall, I enjoyed this fast read and I think it is a good foundational book on Business Intelligence.

Business Intelligence in Plain Language is a great start to understanding and implementing data analysis. This is an overlooked tool in many small businesses, and this book offers an overview of the concepts contained in business intelligence (BI), walking the reader through implementation on BI in their business. Chapters 2 and 5 are well worth the price of the book alone. I appreciated the examples of real life implementation of BI in the business world, allowing me to grasp what exactly BI is able to do in both the large-scale industrial sector and small business arena. This book is a great start to learning how to use data to grow your business.

This is a clearly written book suitable for anyone who is clueless about BI and would like a less intimidating/technical introduction. It's an easy read written in a conversational style (took less than an hour to finish). However, I find that it was not able to drive home the significance of BI, or data for that matter, in key decisions in business or society. They could have offered it free, because half the time, I felt like I was reading their company's collateral. For those with some knowledge of BI, this might not satisfy.

I really enjoyed this little book. It was well-written (though the appendix of the current edition could use some light editing) and it presented the concepts in an easy to digest manner. The examples and wording of the explanations were excellent for a primer, and on a level that you rarely encounter. I highly recommend it to anyone who needs a quick way to get their feet wet, as it will

introduce you in a pleasant and effective way to the material. It was a very quick read that I think anyone would find accessible. I also found their website to be surprisingly informative and interesting, and I learned some new things that aided my comprehension of certain topics. It is highly unusual to find technical topics presented in such a well-designed way, so this was a refreshing surprise. I wish other writers and publishers would pay attention! I will most likely purchase any new titles they produce in the future.

Jeremy really hits the nail on the head in his great overview of what BI is in the world today. A concise overview of all the major key terms one would need to know when planning a BI solution for the workplace of just wanting to understand better what all the BI buzzwords are all about. Good read to get you up to speed on what it's all about!

A good primer on Business Intelligence - understanding data and statistics to improve company strategies and profits. Business Intelligence is a means to predicting the future and finding keys to profit. Spotting patterns, trends and correlations within data will help you make informed decisions. If the terms pattern recognition, outlier detection, clustering, predictive modelling, data transformation, data discovery, and big data don't mean much to you now, the meaning of these terms will be clear to you after reading this book. The author provides many helpful links to sources of data and to the tools that can help with the interpretation of statistical data.

A good overview for a non-technical reader. The book covers BI and why a company would want to engage in it without delving too deeply into how it's actually done. It's less insulting than a "For Dummies" book but it's kind of on that level.

If you're looking for a very very basic introduction. Almost more talking point introduction than this book is good, yet very, very short.. It was too simple, too basic, even the examples were third grade math word problems.. Too much hype on how data does what a person can't.. Oh sure, great you can check your inventory while sitting on the beach miles away. Then again,, why? what if the manager of that cafe, knew there was going to be a service interruption? or maybe the recipe was not being made right. I like the book for what it really is, a very quick and simple, very simple, summary.. I thought it would have more substance.. well, it is in very plain language, and is a very basic summary. I did reaffirm, for me that I do know what this is, it's just been given a new name.. again, this is just my own experience with this book. I'm 58 years old, so many there is a generation

issue here, we learned mathematics, formulas, how to work with data, with computers, or without.

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