



Business Intelligence Guidebook

From Data Integration to Analytics

Rick Sherman Founder, Athena IT Solutions



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Master the full BI lifecycle: requirements, project management, data modeling, architecture, data integration, BI applications, and analytics. Build the data architecture framework for data warehousing and Big Data elements.

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AUDIENCE

data/technical/BI/ETL architects, consultants, developers, project managers, data modelers, IT managers, business power users, graduate CS students in BI, predictive analytics, DW, data integration, data architecture courses

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- I. Concepts and Context
- II. Business and Technical Needs
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- VI. BI Design
- VII. Organization

KEY FEATURES

- 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

DESCRIPTION

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.

RELATED TITLES

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- Inmon, DW 2.0: The Architecture for the Next Generation of Data Warehousing, 9780123743190, Morgan Kaufmann, 2008, \$65.00
- Hughes, Agile Data Warehousing Project Management, 978012396463, Morgan Kaufmann, 2012, \$49.95
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