

business intelligence visualisation

business intelligence visualisation is a critical component of modern data analysis and decision-making processes. In today's data-driven business environment, organizations are inundated with vast amounts of information, and the ability to visualize this data effectively is paramount for gaining insights and making informed decisions. This article delves into the intricacies of business intelligence visualisation, exploring its importance, techniques, tools, and best practices. By understanding these elements, businesses can enhance their strategic capabilities and foster a data-centric culture.

- Understanding Business Intelligence Visualisation
- The Importance of Data Visualisation in Business
- Key Techniques for Effective Data Visualisation
- Popular Tools for Business Intelligence Visualisation
- Best Practices for Creating Effective Visualisations
- Future Trends in Business Intelligence Visualisation
- Conclusion

Understanding Business Intelligence Visualisation

Business intelligence visualisation refers to the graphical representation of data, making complex datasets more accessible and understandable. This process transforms raw data into visual formats, such as charts, graphs, and dashboards, that enable stakeholders to see patterns, trends, and insights quickly. The primary goal of business intelligence visualisation is to facilitate better decision-making by presenting data in an intuitive and engaging manner.

Businesses leverage visualisation to communicate information effectively across various departments. By providing a clear view of key performance indicators (KPIs) and metrics, decision-makers can identify areas for improvement, track performance, and forecast future trends. This approach not only enhances comprehension but also encourages collaboration and data sharing among teams.

The Importance of Data Visualisation in Business

Data visualisation plays a significant role in modern business landscapes. Its importance can be categorized into several key areas:

- **Enhanced Understanding:** Visualisations simplify complex data, making it

easier for users to grasp important concepts and insights.

- **Faster Decision-Making:** With data presented visually, stakeholders can quickly analyze information and make informed decisions without sifting through extensive reports.
- **Identifying Trends and Patterns:** Visual tools help uncover trends and patterns that might be missed in raw data, leading to proactive decision-making.
- **Improved Communication:** Visual representations of data facilitate discussions and presentations, making it easier to convey findings to diverse audiences.
- **Increased Engagement:** Interactive visualisations can engage users more effectively than static reports, encouraging exploration and deeper analysis.

Key Techniques for Effective Data Visualisation

To create impactful business intelligence visualisations, several techniques should be employed:

Choosing the Right Type of Visualisation

Different types of data require different visualisation techniques. For instance, bar charts are excellent for comparing values, while line graphs are ideal for showing trends over time. Understanding the nature of the data is crucial in selecting the appropriate visual format.

Utilizing Color and Design Principles

Effective use of color can highlight important data points and improve readability. However, it is essential to maintain a balance, as overly vibrant colors can be distracting. Additionally, adhering to design principles such as alignment, contrast, and hierarchy enhances the overall effectiveness of the visual.

Incorporating Interactivity

Interactive visualisations allow users to engage with the data, offering tools like filtering, zooming, and drilling down into specifics. This interactivity can reveal deeper insights and cater to various user needs.

Popular Tools for Business Intelligence Visualisation

Numerous tools are available for creating business intelligence visualisations, each catering to different needs:

- **Tableau:** Known for its powerful data visualization capabilities, Tableau allows users to create interactive and shareable dashboards.

- **Power BI:** A Microsoft product that integrates seamlessly with other Microsoft services, Power BI is favored for its user-friendly interface and robust analytical features.
- **QlikView:** This tool offers associative data modeling and powerful visual analytics, enabling users to explore data freely.
- **Google Data Studio:** A free tool that provides customizable reports and dashboards, making it accessible for businesses of all sizes.
- **Looker:** Looker specializes in business intelligence and analytics, providing a platform that integrates with various data sources.

Best Practices for Creating Effective Visualisations

Implementing best practices in data visualisation is essential to ensure clarity and effectiveness:

- **Know Your Audience:** Tailor visualisations to meet the specific needs and preferences of the intended audience.
- **Simplify the Design:** Avoid clutter by focusing on essential data points and eliminating unnecessary elements.
- **Ensure Accuracy:** Always verify data accuracy before visualisation to prevent misleading information.
- **Provide Context:** Include contextual information, such as labels and legends, to help viewers understand the data better.
- **Test with Users:** Conduct usability testing with end-users to gather feedback and make necessary adjustments.

Future Trends in Business Intelligence Visualisation

The landscape of business intelligence visualisation is continuously evolving. Some key trends shaping the future include:

Increased Use of Artificial Intelligence

AI is increasingly being integrated into data visualisation tools, enabling automated insights and predictive analytics. This trend allows businesses to anticipate trends and make proactive decisions based on data.

Real-time Data Visualisation

As businesses require more immediate insights, real-time data visualisation is becoming more prevalent. This capability allows organizations to monitor

KPIs and performance metrics continuously, facilitating rapid responses to changing conditions.

Enhanced Mobile Visualisation

With the rise of remote work and mobile technology, there is a growing demand for mobile-friendly visualisations. Ensuring that visual data is accessible on various devices is crucial for modern business operations.

Conclusion

Business intelligence visualisation is an indispensable tool for organizations striving to leverage data effectively. By transforming raw data into compelling visual formats, companies can enhance understanding, facilitate faster decision-making, and ultimately drive strategic success. As technology evolves, staying informed about best practices, tools, and emerging trends will be essential for maximizing the potential of business intelligence visualisation.

Q: What is business intelligence visualisation?

A: Business intelligence visualisation refers to the graphical representation of data to help organizations understand complex datasets and make informed decisions. It involves transforming raw data into visual formats like charts and dashboards.

Q: Why is data visualisation important in business?

A: Data visualisation is important because it enhances understanding, speeds up decision-making, helps identify trends, improves communication, and increases engagement among stakeholders.

Q: What are some common tools used for business intelligence visualisation?

A: Common tools include Tableau, Power BI, QlikView, Google Data Studio, and Looker. These tools provide various features for creating interactive and shareable visualisations.

Q: How can I choose the right type of visualisation for my data?

A: Choosing the right type of visualisation depends on the nature of your data. Consider what you want to convey; for example, use bar charts for comparisons and line graphs for trends over time.

Q: What are some best practices for creating effective data visualisations?

A: Best practices include knowing your audience, simplifying designs, ensuring accuracy, providing context, and testing with users to gather feedback.

Q: What are the future trends in business intelligence visualisation?

A: Future trends include increased use of artificial intelligence, real-time data visualisation, and enhanced mobile accessibility, reflecting the need for immediate insights in a fast-paced business environment.

Q: How does artificial intelligence impact data visualisation?

A: Artificial intelligence enhances data visualisation by enabling automated insights, predictive analytics, and the ability to process large datasets quickly, allowing for more informed decision-making.

Q: What role does interactivity play in data visualisation?

A: Interactivity in data visualisation allows users to engage with the data, facilitating exploration, filtering, and drilling down into specifics, which can lead to deeper insights and tailored analyses.

Q: How can I ensure the accuracy of my data visualisations?

A: To ensure accuracy, always verify the underlying data before creating visualisations, use reliable data sources, and regularly audit your data for consistency and correctness.

Q: What kinds of datasets are best suited for visualisation?

A: Datasets that contain quantitative information, such as sales figures, customer demographics, and performance metrics, are particularly well-suited for visualisation, as they can reveal trends and comparisons effectively.

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Alex Kolokolov, Maxim Zelensky, 2024-08-30 The first book that delivers data viz best practices precisely for Power BI This practical guide shows how to quickly create visualizations and build savvy dashboards, with 25 chapters that explore different chart types plus 40 visuals from the AppSource gallery, from default to advanced, all over 400 color pages. Key features: Beautiful examples of charts, along with specific use cases Step-by-step instruction on how to set up visuals in the app Data preparation tips and tricks Quizzes to consolidate the learning material *Data Visualization with Microsoft Power BI* is suitable for both experienced data analysts and nontechnical professionals in finance, sales, and marketing. Here's what's inside: Part 1: Classic visuals. Discover how to choose charts for basic types of analysis and avoid common mistakes, then learn how to set up interactions and put visuals together on a dashboard. Part 2: Trusted advanced visuals. Explore different options and data requirements for charts and diagrams including waterfall, bullet, Gantt, tornado, funnel, Sankey, and more. Part 3: Risky advanced visuals. Consider eye-catching charts that nonetheless may confuse the average user, examine use cases, and understand how to avoid pitfalls or suggest simpler alternatives. You get two in one: Data viz best practices, based on know-how cultivated over 15 years in the field of business intelligence Technical expertise along with clear guides and shortcuts derived from 300+ dashboards developed

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Greg Deckler, 2019-09-13 Solve business challenges with Microsoft Power BI's advanced visualization and data analysis techniques Key Features Create effective storytelling reports by implementing simple-to-intermediate Power BI features Develop powerful analytical models to extract key insights for changing business needs Build, publish, and share impressive dashboards for your organization Book Description To succeed in today's transforming business world, organizations need business intelligence capabilities to make smarter decisions faster than ever before. This Power BI book is an entry-level guide that will get you up and running with data modeling, visualization, and analytical techniques from scratch. You'll find this book handy if you want to get well-versed with the extensive Power BI ecosystem. You'll start by covering the basics of business intelligence and installing Power BI. You'll then learn the wide range of Power BI features to unlock business insights. As you progress, the book will take you through how to use Power Query to ingest, cleanse, and shape your data, and use Power BI DAX to create simple to complex calculations. You'll also be able to add a variety of

interactive visualizations to your reports to bring your data to life. Finally, you'll gain hands-on experience in creating visually stunning reports that speak to business decision makers, and see how you can securely share these reports and collaborate with others. By the end of this book, you'll be ready to create simple, yet effective, BI reports and dashboards using the latest features of Power BI. What you will learn

- Explore the different features of Power BI to create interactive dashboards
- Use the Query Editor to import and transform data
- Perform simple and complex DAX calculations to enhance analysis
- Discover business insights and tell a story with your data using Power BI
- Explore data and learn to manage datasets, dataflows, and data gateways
- Use workspaces to collaborate with others and publish your reports

Who this book is for If you're an IT manager, data analyst, or BI user new to using Power BI for solving business intelligence problems, this book is for you. You'll also find this book useful if you want to migrate from other BI tools to create powerful and interactive dashboards. No experience of working with Power BI is expected.

business intelligence visualisation: Data Visualization Tools for Business Applications Muniasamy, M. Anandhavalli, Naim, Arshi, Kumar, Anuj, 2024-09-13 In today's data-driven business landscape, the ability to extract insights and communicate complex information effectively is paramount. Data visualization has emerged as a powerful tool for businesses to make informed decisions, uncover patterns, and present findings in a compelling manner. From executives seeking strategic insights to analysts delving into operational data, the demand for intuitive and informative visualizations spans across all levels of an organization. *Data Visualization Tools for Business Applications* comprehensively equips professionals with the knowledge and skills necessary to leverage data visualization tools effectively. Through a blend of theory and hands-on case studies, this book explores a wide range of data visualization tools, techniques, and methodologies. Covering topics such as business analytics, cyber security, and financial reporting, this book is an essential resource for business executives and leaders, marketing professionals, data scientists, entrepreneurs, academicians, educators, students, decision-makers and stakeholders, and more.

business intelligence visualisation: *Tableau: Creating Interactive Data Visualizations* Jen Stirrup, Ashutosh Nandeshwar, Ashley Ohmann, Matt Floyd, 2016-08-31 Illustrate your data in a more interactive way by implementing data visualization principles and creating visual stories using Tableau

About This Book

- Use data visualization principles to help you to design dashboards that enlighten and support business decisions
- Integrate your data to provide mashed-up dashboards
- Connect to various data sources and understand what data is appropriate for Tableau Public
- Understand chart types and when to use specific chart types with different types of data

Who This Book Is For Data scientists who have just started using Tableau and want to build on the skills using practical examples. Familiarity with previous versions of Tableau will be helpful, but not necessary.

What You Will Learn

- Customize your designs to meet the needs of your business using Tableau
- Use Tableau to prototype, develop, and deploy the final dashboard
- Create filled maps and use any shape file
- Discover features of Tableau Public, from basic to advanced
- Build geographic maps to bring context to data
- Create filters and actions to allow greater interactivity to Tableau Public
- visualizations and dashboards
- Publish and embed Tableau visualizations and dashboards in articles

In Detail With increasing interest for data visualization in the media, businesses are looking to create effective dashboards that engage as well as communicate the truth of data. Tableau makes data accessible to everyone, and is a great way of sharing enterprise dashboards across the business. Tableau is a revolutionary toolkit that lets you simply and effectively create high-quality data visualizations. This course starts with making you familiar with its features and enable you to develop and enhance your dashboard skills, starting with an overview of what dashboard is, followed by how you can collect data using various mathematical formulas. Next, you'll learn to filter and group data, as well as how to use various functions to present the data in an appealing and accurate way. In the first module, you will learn how to use the key advanced string functions to play with data and images. You will be walked through the various features of Tableau including dual axes, scatterplot matrices, heat maps, and sizing. In the second module, you'll start with getting your data into Tableau, move onto generating progressively complex graphics, and end with the finishing

touches and packaging your work for distribution. This module is filled with practical examples to help you create filled maps, use custom markers, add slider selectors, and create dashboards. You will learn how to manipulate data in various ways by applying various filters, logic, and calculating various aggregate measures. Finally, in the third module, you learn about Tableau Public using which allows readers to explore data associations in multiple-sourced public data, and uses state-of-the-art dashboard and chart graphics to immerse the users in an interactive experience. In this module, the readers can quickly gain confidence in understanding and expanding their visualization, creation knowledge, and quickly create interesting, interactive data visualizations to bring a richness and vibrancy to complex articles. The course provides a great overview for beginner to intermediate Tableau users, and covers the creation of data visualizations of varying complexities. Style and approach The approach will be a combined perspective, wherein we start by performing some basic recipes and move on to some advanced ones. Finally, we perform some advanced analytics and create appealing and insightful data stories using Tableau Public in a step-by-step manner.

business intelligence visualisation: Visual Intelligence Mark Stacey, Joe Salvatore, Adam Jorgensen, 2013-04-10 Go beyond design concepts and learn to build state-of-the-art visualizations The visualization experts at Microsoft's Pragmatic Works have created a full-color, step-by-step guide to building specific types of visualizations. The book thoroughly covers the Microsoft toolset for data analysis and visualization, including Excel, and explores best practices for choosing a data visualization design, selecting tools from the Microsoft stack, and building a dynamic data visualization from start to finish. You'll examine different types of visualizations, their strengths and weaknesses, and when to use each one. Data visualization tools unlock the stories within the data, enabling you to present it in a way that is useful for making business decisions This full-color guide introduces data visualization design concepts, then explains the various Microsoft tools used to store and display data Features a detailed discussion of various classes of visualizations, their uses, and the appropriate tools for each Includes practical implementations of various visualizations and best practices for using them Covers out-of-the-box Microsoft tools, custom-developed illustrations and implementations, and code examples Visual Intelligence: Microsoft Tools and Techniques for Visualizing Data arms you with best practices and the knowledge to choose and build dynamic data visualizations.

business intelligence visualisation: Data Analysis with Microsoft Power BI Brian Larson, 2020-01-03 Explore, create, and manage highly interactive data visualizations using Microsoft Power BI Extract meaningful business insights from your disparate enterprise data using the detailed information contained in this practical guide. Written by a recognized BI expert and bestselling author, Data Analysis with Microsoft Power BI teaches you the skills you need to interact with, author, and maintain robust visualizations and custom data models. Hands-on exercises based on real-life business scenarios clearly demonstrate each technique. Publishing your results to the Power BI Service (PowerBI.com) and Power BI Report Server are also fully covered. Inside, you will discover how to:

- Understand Business Intelligence and self-service analytics
- Explore the tools and features of Microsoft Power BI
- Create and format effective data visualizations
- Incorporate advanced interactivity and custom graphics
- Build and populate accurate data models
- Transform data using the Power BI Query Editor
- Work with measures, calculated columns, and tabular models
- Write powerful DAX language scripts
- Share content on the PowerBI Service (PowerBI.com)
- Store your visualizations on the Power BI Report Server

business intelligence visualisation: High Impact Data Visualization with Power View, Power Map, and Power BI Adam Aspin, 2014-06-24 High Impact Data Visualization with Power View, Power Map, and Power BI helps you take business intelligence delivery to a new level that is interactive, engaging, even fun, all while driving commercial success through sound decision-making. Learn to harness the power of Microsoft's flagship, self-service business intelligence suite to deliver compelling and interactive insight with remarkable ease. Learn the essential techniques needed to enhance the look and feel of reports and dashboards so that you can

seize your audience's attention and provide them with clear and accurate information. Also learn to integrate data from a variety of sources and create coherent data models displaying clear metrics and attributes. Power View is Microsoft's ground-breaking tool for ad-hoc data visualization and analysis. It's designed to produce elegant and visually arresting output. It's also built to enhance user experience through polished interactivity. Power Map is a similarly powerful mechanism for analyzing data across geographic and political units. Power Query lets you load, shape and streamline data from multiple sources. PowerPivot can extend and develop data into a dynamic model. Power BI allows you to share your findings with colleagues, and present your insights to clients. High Impact Data Visualization with Power View, Power Map, and Power BI helps you master this suite of powerful tools from Microsoft. You'll learn to identify data sources, and to save time by preparing your underlying data correctly. You'll also learn to deliver your powerful visualizations and analyses through the cloud to PCs, tablets and smartphones. Simple techniques take raw data and convert it into information. Slicing and dicing metrics delivers interactive insight. Visually arresting output grabs and focuses attention on key indicators.

business intelligence visualisation: *Global Business Intelligence* J Mark Munoz, 2017-11-10
Global Business Intelligence refers to an organization's ability to gather, process and analyze pertinent international information in order to make optimal business decisions in a timely manner. With a challenging economic and geopolitical environment, companies and executives need to be adept at information gathering in order to manage emerging challenges and gain competitive advantages. This book *Global Business Intelligence* assembles a cast of international experts and thought leaders and explores the implications of business intelligence on contemporary management. *Global Business Intelligence* will be a key resource for researchers, academics, students and policy makers alike in the fields of International Business & Management, Business Strategy, and Geopolitics as well as related disciplines like Political Science, Economics, and Geography.

business intelligence visualisation: Mastering Data Visualisation Cybellium, Communicate Insights Through Compelling Visuals Are you prepared to transform your data into compelling visual stories? *Mastering Data Visualization* is your ultimate guide to unlocking the power of data visualization for effective communication of insights. Whether you're a data analyst aiming to convey findings or a business leader seeking to make data-driven decisions, this book equips you with the knowledge and techniques to master the art of data visualization. Key Features: 1. Dive into Data Visualization: Immerse yourself in the world of data visualization, understanding its significance, principles, and applications. Build a solid foundation that empowers you to convey complex information through captivating visuals. 2. Data Exploration and Preparation: Master the art of data exploration and preparation for visualization. Learn how to clean, transform, and structure data to ensure accuracy in your visual representations. 3. Visual Design Principles: Delve into visual design principles for effective communication. Explore color theory, typography, and layout techniques that enhance the clarity and impact of your visuals. 4. Charts and Graphs: Uncover a range of charts and graphs for different data types. Learn how to choose the right visualization type, from bar charts to scatter plots, to convey specific insights. 5. Interactive Visualizations: Discover the power of interactive visualizations. Learn how to create dynamic and engaging visuals that allow users to explore data on their terms. 6. Geospatial and Network Visualizations: Master geospatial and network visualizations. Explore techniques for mapping spatial data and representing relationships in complex networks. 7. Storytelling with Data: Explore the art of storytelling with data. Learn how to structure your visual narrative, build a compelling story arc, and guide viewers through your insights. 8. Visualization Tools and Software: Uncover a range of visualization tools and software. Learn how to use popular tools to create stunning visualizations and infographics. 9. Data Visualization Best Practices: Delve into best practices for creating effective data visualizations. Learn how to avoid common pitfalls, ensure accessibility, and tailor visuals to your audience. 10. Real-World Applications: Gain insights into real-world use cases of data visualization across industries. From business reports to interactive dashboards, discover how organizations leverage

data visualization for impactful communication. Who This Book Is For: Mastering Data Visualization is an essential resource for data analysts, designers, and business professionals aiming to excel in conveying insights through visual storytelling. Whether you're enhancing your technical skills or transforming data into actionable insights, this book will guide you through the intricacies and empower you to harness the full potential of data visualization. © 2023 Cybellium Ltd. All rights reserved. www.cybellium.com

business intelligence visualisation: Big Data Visualization James D. Miller, 2017-02-28 Learn effective tools and techniques to separate big data into manageable and logical components for efficient data visualization About This Book This unique guide teaches you how to visualize your cluttered, huge amounts of big data with ease It is rich with ample options and solid use cases for big data visualization, and is a must-have book for your shelf Improve your decision-making by visualizing your big data the right way Who This Book Is For This book is for data analysts or those with a basic knowledge of big data analysis who want to learn big data visualization in order to make their analysis more useful. You need sufficient knowledge of big data platform tools such as Hadoop and also some experience with programming languages such as R. This book will be great for those who are familiar with conventional data visualizations and now want to widen their horizon by exploring big data visualizations. What You Will Learn Understand how basic analytics is affected by big data Deep dive into effective and efficient ways of visualizing big data Get to know various approaches (using various technologies) to address the challenges of visualizing big data Comprehend the concepts and models used to visualize big data Know how to visualize big data in real time and for different use cases Understand how to integrate popular dashboard visualization tools such as Splunk and Tableau Get to know the value and process of integrating visual big data with BI tools such as Tableau Make sense of the visualization options for big data, based upon the best suited visualization techniques for big data In Detail When it comes to big data, regular data visualization tools with basic features become insufficient. This book covers the concepts and models used to visualize big data, with a focus on efficient visualizations. This book works around big data visualizations and the challenges around visualizing big data and address characteristic challenges of visualizing like speed in accessing, understanding/adding context to, improving the quality of the data, displaying results, outliers, and so on. We focus on the most popular libraries to execute the tasks of big data visualization and explore big data oriented tools such as Hadoop and Tableau. We will show you how data changes with different variables and for different use cases with step-through topics such as: importing data to something like Hadoop, basic analytics. The choice of visualizations depends on the most suited techniques for big data, and we will show you the various options for big data visualizations based upon industry-proven techniques. You will then learn how to integrate popular visualization tools with graphing databases to see how huge amounts of certain data. Finally, you will find out how to display the integration of visual big data with BI using Cognos BI. Style and approach With the help of insightful real-world use cases, we'll tackle data in the world of big data. The scalability and hugeness of the data makes big data visualizations different from normal data visualizations, and this book addresses all the difficulties encountered by professionals while visualizing their big data.

business intelligence visualisation: Financial Modelling in Power BI MrExcel's Holy Macro! Books, Jonathan Liau, Liam Bastick, 2024-12-18 Explore Power BI for financial modeling. This book enables you to learn data preparation, DAX optimization, and creating advanced visualizations and reports. You will also be equipped to automate workflows and create dynamic models. Key Features A clear explanation of financial modeling concepts and methodologies Coverage of financial modeling concepts and Power BI tools A clear breakdown of DAX functions for precise financial analysis Book Description This book introduces readers to the fundamentals of financial modeling using Power BI, starting with an overview of the tool and best practices for creating robust, transparent, and flexible models. Early chapters lay the groundwork by explaining financial statement theory and control accounts, essential concepts for any financial analyst. Readers are guided step-by-step through creating parameters and calculating sales, ensuring a solid

foundation in Power BI's core functionalities. As the book progresses, readers delve into more advanced topics such as inventory calculations, operating and capital expenditures, and tax computations. Practical examples and hands-on exercises make complex concepts like DAX functions, FIFO inventory modeling, and control account measures accessible to users of all experience levels. Detailed sections on cash flow statements, income statements, and balance sheets tie the lessons together, showing how these elements integrate into a comprehensive financial model. The final chapters explore advanced features like interest and debt modeling, recursion aversion, and equity calculations, culminating in the creation of fully dynamic and optimized models. Readers also learn to design compelling visualizations to present financial insights effectively. By the end of the journey, users will have the tools and confidence to apply their knowledge to real-world scenarios, mastering financial modeling with Power BI.

What you will learn

- Understand how to format data for subtotals
- Learn to sort and organize complex data sets
- Apply advanced subtotal tricks and techniques
- Use VBA to automate subtotal calculations
- Create custom subtotal reports with formatting
- Leverage Power Query to replace subtotals

Who this book is for This book is ideal for finance professionals, analysts, and business intelligence enthusiasts who want to leverage Power BI for financial modeling. Readers should have basic familiarity with Power BI and Excel. The content is suited for intermediate to advanced users who aim to build dynamic, scalable financial models.

business intelligence visualisation: Business Intelligence For Dummies Swain Scheps, 2011-02-04 You're intelligent, right? So you've already figured out that Business Intelligence can be pretty valuable in making the right decisions about your business. But you've heard at least a dozen definitions of what it is, and heard of at least that many BI tools. Where do you start? Business Intelligence For Dummies makes BI understandable! It takes you step by step through the technologies and the alphabet soup, so you can choose the right technology and implement a successful BI environment. You'll see how the applications and technologies work together to access, analyze, and present data that you can use to make better decisions about your products, customers, competitors, and more. You'll find out how to:

- Understand the principles and practical elements of BI
- Determine what your business needs
- Compare different approaches to BI
- Build a solid BI architecture and roadmap
- Design, develop, and deploy your BI plan
- Relate BI to data warehousing, ERP, CRM, and e-commerce
- Analyze emerging trends and developing BI tools to see what else may be useful

Whether you're the business owner or the person charged with developing and implementing a BI strategy, checking out Business Intelligence For Dummies is a good business decision.

business intelligence visualisation: Fundamentals of Business Intelligence Wilfried Grossmann, Stefanie Rinderle-Ma, 2015-06-02 This book presents a comprehensive and systematic introduction to transforming process-oriented data into information about the underlying business process, which is essential for all kinds of decision-making. To that end, the authors develop step-by-step models and analytical tools for obtaining high-quality data structured in such a way that complex analytical tools can be applied. The main emphasis is on process mining and data mining techniques and the combination of these methods for process-oriented data. After a general introduction to the business intelligence (BI) process and its constituent tasks in chapter 1, chapter 2 discusses different approaches to modeling in BI applications. Chapter 3 is an overview and provides details of data provisioning, including a section on big data. Chapter 4 tackles data description, visualization, and reporting. Chapter 5 introduces data mining techniques for cross-sectional data. Different techniques for the analysis of temporal data are then detailed in Chapter 6. Subsequently, chapter 7 explains techniques for the analysis of process data, followed by the introduction of analysis techniques for multiple BI perspectives in chapter 8. The book closes with a summary and discussion in chapter 9. Throughout the book, (mostly open source) tools are recommended, described and applied; a more detailed survey on tools can be found in the appendix, and a detailed code for the solutions together with instructions on how to install the software used can be found on the accompanying website. Also, all concepts presented are illustrated and selected

examples and exercises are provided. The book is suitable for graduate students in computer science, and the dedicated website with examples and solutions makes the book ideal as a textbook for a first course in business intelligence in computer science or business information systems. Additionally, practitioners and industrial developers who are interested in the concepts behind business intelligence will benefit from the clear explanations and many examples.

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