

# Business Intelligence A Managerial Approach 2nd Edition Pearson 2012

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**Business Intelligence Guidebook** - Rick Sherman 2014-11-04

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.

**Business Intelligence** - Ramesh Sharda 2017-01-13

For courses on Business Intelligence or Decision Support Systems. A managerial approach to understanding business intelligence systems. To help future managers use and understand analytics, Business Intelligence provides students with a solid foundation of BI that is reinforced with hands-on practice.

**Business Intelligence** - Rimvydas Skyrius 2021-03-08

This book examines the managerial dimensions of business intelligence (BI) systems. It develops a set of guidelines for value creation by implementing business intelligence systems and technologies. In particular the book looks at BI as a process - driven by a mix of human and technological capabilities - to serve complex information needs in building insights and providing aid in decision making. After an introduction to the key concepts of BI and neighboring areas of information processing, the book looks at the complexity and multidimensionality of BI. It tackles both data integration and information integration issues. Bodies of knowledge and other widely accepted collections of experience are presented and turned into lessons learned. Following a straightforward introduction to the processes and technologies of BI the book embarks on BI maturity and agility, the components, drivers and inhibitors of BI culture and soft BI factors like attention, sense and trust. Eventually the book attempts to provide a holistic view on business intelligence, possible structures and tradeoffs and embarks to provide an outlook on possible developments in BI and analytics.

**Analytics, Data Science, and Artificial Intelligence** - Ramesh Sharda 2020-03-06

For courses in decision support systems, computerized decision-making tools, and management support systems. Market-leading guide to modern analytics, for better business decisions Analytics, Data Science, & Artificial Intelligence: Systems for Decision Support is the most comprehensive introduction to technologies collectively called analytics

(or business analytics) and the fundamental methods, techniques, and software used to design and develop these systems. Students gain inspiration from examples of organisations that have employed analytics to make decisions, while leveraging the resources of a companion website. With six new chapters, the 11th edition marks a major reorganisation reflecting a new focus -- analytics and its enabling technologies, including AI, machine-learning, robotics, chatbots, and IoT. **Big Data Analytics in HIV/AIDS Research** - Al Mazari, Ali 2018-04-27 With the advent of new technologies in big data science, the study of medical problems has made significant progress. Connecting medical studies and computational methods is crucial for the advancement of the medical industry. Big Data Analytics in HIV/AIDS Research provides emerging research on the development and implementation of computational techniques in big data analysis for biological and medical practices. While highlighting topics such as deep learning, management software, and molecular modeling, this publication explores the various applications of data analysis in clinical decision making. This book is a vital resource for medical practitioners, nurses, scientists, researchers, and students seeking current research on the connections between data analytics in the field of medicine.

**Advances in Data Mining: Applications and Theoretical Aspects** - Petra Pernert 2010-07-05

These are the proceedings of the tenth event of the Industrial Conference on Data Mining ICDM held in Berlin ([www.data-mining-forum.de](http://www.data-mining-forum.de)). For this edition the Program Committee received 175 submissions. After the peer-review process, we accepted 49 high-quality papers for oral presentation that are included in this book. The topics range from theoretical aspects of data mining to applications of data mining such as on multimedia data, in marketing, finance and telecommunication, in medicine and agriculture, and in process control, industry and society. Extended versions of selected papers will appear in the international journal Transactions on Machine Learning and Data Mining ([www.ibai-publishing.org/journal/mldm](http://www.ibai-publishing.org/journal/mldm)). Ten papers were selected for poster presentations and are published in the ICDM Poster Proceeding Volume by ibai-publishing ([www.ibai-publishing.org](http://www.ibai-publishing.org)). In conjunction with ICDM four workshops were held on special hot application-oriented topics in data mining: Data Mining in Marketing DMM, Data Mining in LifeScience DMLS, the Workshop on Case-Based Reasoning for Multimedia Data CBR-MD, and the Workshop on Data Mining in Agriculture DMA. The Workshop on Data Mining in Agriculture ran for the first time this year. All workshop papers will be published in the workshop proceedings by ibai-publishing ([www.ibai-publishing.org](http://www.ibai-publishing.org)). Selected papers of CBR-MD will be published in a special issue of the international journal Transactions on Case-Based Reasoning ([www.ibai-publishing.org/journal/cbr](http://www.ibai-publishing.org/journal/cbr)).

**Global Perspectives on Contemporary Marketing Education** - Smith, Brent 2016-03-17

A successful marketing department has the power to make or break a business. Today, marketing professionals are expected to have expertise in a myriad of skills and knowledge of how to remain competitive in the global market. As companies compete for international standing, the value of marketing professionals with well-rounded experience, exposure, and education has skyrocketed. Global Perspectives on Contemporary Marketing Education addresses this need by considering the development and education of marketing professionals in an age of shifting markets and heightened consumer engagement. A compendium of innovations, insights, and ideas from marketing professors and professionals, this title explores the need for students to be prepared to enter the sophisticated global marketplace. This book will be invaluable to marketing or business students and educators, business professionals,

and business school administrators.

*Research and Practical Issues of Enterprise Information Systems - A Min Tjoa* 2016-11-17

This book constitutes the proceedings of the 10th International IFIP WG 8.9 Working Conference on Research and Practical Issues of Enterprise Information Systems, CONFENIS 2016, held in Vienna, Austria, in December 2016. The conference provided an international forum for the broader IFIP community to discuss the latest research findings in the area of EIS and specifically aimed at facilitating the exchange of ideas and advances on all aspects and developments of EIS. The 25 papers presented in this volume were carefully reviewed and selected from 63 submissions. They were organized in topical sections on: semantic concepts and open data; customer relationship management; security and privacy issues; advanced manufacturing and management aspects; business intelligence and big data; decision support in EIS; and EIS-practices.

*Weaving Analytics for Effective Decision Making - Arindam Banerjee* 2017-08-28

Weaving Analytics for Effective Decision Making helps managers unleash the power of analytics. It provides a roadmap for implementing analytics and securing a high return on investment for the organization. The book is meant primarily for decision makers, business leaders and business problem solvers who are engaged in decision-making roles in organizations. Several books have established the need for analytics in decision making; this book moves one step ahead and explains how managers can maximize the benefits of analytics in organizations. It spells out the sequence business managers should adopt towards building business intelligence-driven organizations. Practicing analysts will also find this book helpful in redirecting their focus from the technical aspects of analytics towards a business orientation whereby they can focus on the value addition that analytical outputs provide to support decision making. The book will guide them to tailor their analytics towards creating business value and showcasing the same.

Human Development and Interaction in the Age of Ubiquitous Technology - Rahman, Hakikur 2016-06-27

The human condition is affected by numerous factors in modern society. In modern times, technology is so integrated into culture that it has become necessary to perform even daily functions. Human Development and Interaction in the Age of Ubiquitous Technology is an authoritative reference source for the latest scholarly research on the widespread integration of technological innovations around the globe and examines how human-computer interaction affects various aspects of people's lives. Featuring emergent research from theoretical perspectives and case studies, this book is ideally designed for professionals, students, practitioners, and academicians.

**Business Intelligence and Modelling** - Damianos P. Sakas 2021-01-31

This book highlights interdisciplinary insights, latest research results, and technological trends in Business Intelligence and Modelling in fields such as: Business Intelligence, Business Transformation, Knowledge Dissemination & Implementation, Modeling for Logistics, Business Informatics, Business Model Innovation, Simulation Modelling, E-Business, Enterprise & Conceptual Modelling, etc. The book is divided into eight sections, grouping emerging marketing technologies together in a close examination of practices, problems and trends. The chapters have been written by researchers and practitioners that demonstrate a special orientation in Strategic Marketing and Business Intelligence. This volume shares their recent contributions to the field and showcases their exchange of insights.

**Patterns of Information Management** - Mandy Chessell 2013-05-02

Use Best Practice Patterns to Understand and Architect Manageable, Efficient Information Supply Chains That Help You Leverage All Your Data and Knowledge In the era of "Big Data," information pervades every aspect of the organization. Therefore, architecting and managing it is a multi-disciplinary task. Now, two pioneering IBM® architects present proven architecture patterns that fully reflect this reality. Using their pattern language, you can accurately characterize the information issues associated with your own systems, and design solutions that succeed over both the short- and long-term. Building on the analogy of a supply chain, Mandy Chessell and Harald C. Smith explain how information can be transformed, enriched, reconciled, redistributed, and utilized in even the most complex environments. Through a realistic, end-to-end case study, they help you blend overlapping information management, SOA, and BPM technologies that are often viewed as competitive. Using this book's patterns, you can integrate all levels of your architecture—from holistic, enterprise, system-level views down to low-level design

elements. You can fully address key non-functional requirements such as the amount, quality, and pace of incoming data. Above all, you can create an IT landscape that is coherent, interconnected, efficient, effective, and manageable. Coverage Includes Understanding how a pattern language can help you address key information management challenges Defining information strategy and governance for organizations and users Creating orderly information flows you can reuse and synchronize as needed Managing information structure, meaning, and lifecycles Providing for efficient information access and storage when deploying new IT capabilities Moving information efficiently and reliably to support your processes Determining how information should be processed and maintained Improving quality and accessibility, and supporting higher-value analytics Protecting information via validation, transformation, enrichment, correction, security, and monitoring Planning new information management projects in the context of your existing IT resources

*Business Intelligence - Jerzy Surma* 2011-03-06

This book is about using business intelligence as a management information system for supporting managerial decision making. It concentrates primarily on practical business issues and demonstrates how to apply data warehousing and data analytics to support business decision making. This book progresses through a logical sequence, starting with data model infrastructure, then data preparation, followed by data analysis, integration, knowledge discovery, and finally the actual use of discovered knowledge. All examples are based on the most recent achievements in business intelligence. Finally this book outlines an overview of a methodology that takes into account the complexity of developing applications in an integrated business intelligence environment. This book is written for managers, business consultants, and undergraduate and postgraduates students in business administration.

**Fourth International Congress on Information and Communication Technology** - Xin-She Yang 2019-11-30

This book gathers selected high-quality research papers presented at the Fourth International Congress on Information and Communication Technology, held at Brunel University, London, on February 27-28, 2019. It discusses emerging topics pertaining to information and communication technology (ICT) for managerial applications, e-governance, e-agriculture, e-education and computing technologies, the Internet of things (IoT), and e-mining. Written by respected experts and researchers working on ICT, the book offers a valuable asset for young researchers involved in advanced studies.

Internet Marketing and Big Data Exploitation - I. Chaston 2015-02-11

Understanding new strategic approaches is provided by examining how the online world is being exploited by organisations in sectors of a modern economy such retailing, healthcare and the public sector in terms of creating new forms of competitive advantage as a consequence of the advent of mobile technology and online social networks.

**Smart Prisons** - Peiliang Sun 2022

This book aims to apply the new generation of information technology to the research and practice of prison management, promote the reform of prison security, fair law enforcement, educational correction and other management modes brought about by strengthening the police with science and technology, deepen the practice of administering prison according to law, and promote the modernization of prison governance system and governance capacity. This book is suitable for the personnel engaged in the management and informatization construction of prisons, drug rehabilitation centers, detention houses, and community correction institutions as professional book and is also suitable as the teaching, training, and reference book of criminal execution, prison management, community correction, judicial information technology, prison information technology, and other majors in the college of criminal justice.

INFORMATION SYSTEMS MANAGEMENT IN BUSINESS AND DEVELOPMENT ORGANIZATIONS - HAREKRISHNA MISRA 2013-06-03

Management Information Systems (MIS) has fast emerged as a multi-disciplinary area having strategic interfaces to achieve organizational objectives. This comprehensive book discusses the underlying principles of business and development organizations, identifies their core areas and prescribes approaches to develop MIS. Divided into five parts, Part I—Understanding Organizations for MIS deals with organizational issues and focuses on the rationale behind creating organizations, especially business and development organizations, to understand their distinguishing features. Part II—Systems Approach to Organizations covers conceptualization, identification, design and development of

Information System (IS) for the organization in order to have better systems in place to support organizational goals. Part III—Understanding MIS discusses the relevance of MIS in organizations and the forms it can take to meet the strategic needs of the respective organizations. Part IV—Understanding Information Technologies describes possible approaches to plan, identify and deploy ICT in the acquiring organizations and provides insight into the barriers that creep in during identification and deployment of IS and ICT keeping in view the organizational objectives. Part V—Planning and Implementation of MIS concludes with a discussion on preparation of MIS plan and issues related to its implementation. The book is intended for the postgraduate students of management specializing in rural management and IT. Key Features • Describes life cycle approach and systems approach to organizations. • Contains a large number of case studies. • Provides real-life examples to put the concepts in the right perspective.

**Business Intelligence** - Efraim Turban 2013-07-17

For courses on Business Intelligence or Decision Support Systems. A managerial approach to understanding business intelligence systems. To help future managers use and understand analytics, Business Intelligence provides students with a solid foundation of BI that is reinforced with hands-on practice. The second edition features updated information on data mining, text and web mining, and implementation and emerging technologies.

**Systemic Management for Intelligent Organizations** - Stefan N. Grösser 2012-10-17

The last two decades increasingly have challenged the field of management by confronting it with rapidly growing levels of dynamism, inter-connectedness, and complexity. Systems-based management approaches, their promise already proven, offer great potentials for influencing and coping with this development. This collection of essays offers ideas and exemplary case studies from experts in systemic management, organizational cybernetics, and system dynamics for meeting the challenges in socio-economic systems. This book was compiled to honor the academic achievement of Markus Schwaninger, a leading protagonist in developing the field of systemic management and organizational cybernetics. His stature in the field is demonstrated in the forewords by Raul Espejo and John Sterman. The efforts of 18 researchers and practitioners, all closely related to Markus Schwaninger, offer conceptual and empirical approaches that will allow managers and advanced students of the management profession to analyze, understand, and design intelligent organizations. The book weaves its content from both theory and practice and offers hints for improving a variety of organizations, both private and public, profit and non-profit, and large and small.

**Research Anthology on Decision Support Systems and Decision Management in Healthcare, Business, and Engineering** -

Management Association, Information Resources 2021-05-28

Decision support systems (DSS) are widely touted for their effectiveness in aiding decision making, particularly across a wide and diverse range of industries including healthcare, business, and engineering applications. The concepts, principles, and theories of enhanced decision making are essential points of research as well as the exact methods, tools, and technologies being implemented in these industries. From both a standpoint of DSS interfaces, namely the design and development of these technologies, along with the implementations, including experiences and utilization of these tools, one can get a better sense of how exactly DSS has changed the face of decision making and management in multi-industry applications. Furthermore, the evaluation of the impact of these technologies is essential in moving forward in the future. The Research Anthology on Decision Support Systems and Decision Management in Healthcare, Business, and Engineering explores how decision support systems have been developed and implemented across diverse industries through perspectives on the technology, the utilizations of these tools, and from a decision management standpoint. The chapters will cover not only the interfaces, implementations, and functionality of these tools, but also the overall impacts they have had on the specific industries mentioned. This book also evaluates the effectiveness along with benefits and challenges of using DSS as well as the outlook for the future. This book is ideal for decision makers, IT consultants and specialists, software developers, design professionals, academicians, policymakers, researchers, professionals, and students interested in how DSS is being used in different industries.

**Emerging Applications in Supply Chains for Sustainable Business Development** - Kumar, M. Vijaya 2018-09-07

The application of sustainability practices at the system level begins with

the supply chain. In the business realm, incorporating such practices allows organizations to redesign their operations more effectively. Emerging Applications in Supply Chains for Sustainable Business Development is a pivotal reference source that provides vital research on the models, strategies, and analyses that are essential for developing and managing a sustainable supply chain. While highlighting topics such as agile manufacturing and the world food crisis, this publication is ideally designed for business managers, academicians, business practitioners, researchers, academicians, and students seeking current research on sustainable supply chain management.

**Encyclopedia of Information Science and Technology, Third Edition** - Khosrow-Pour, Mehdi 2014-07-31

"This 10-volume compilation of authoritative, research-based articles contributed by thousands of researchers and experts from all over the world emphasized modern issues and the presentation of potential opportunities, prospective solutions, and future directions in the field of information science and technology"--Provided by publisher.

**Principles of Information Systems** - Ralph Stair 2009-01-07

Now thoroughly streamlined and revised, PRINCIPLES OF INFORMATION SYSTEMS, Ninth Edition, retains the overall vision and framework that made the previous editions so popular while eliminating outdated topics and updating information, examples, and case studies. In just 600 pages, accomplished authors Ralph Stair and George Reynolds cover IS principles and their real-world applications using timely, current business examples and hands-on activities. Regardless of their majors, students can use this book to understand and practice IS principles so they can function more effectively as workers, managers, decision makers, and organizational leaders. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

**Business Intelligence** - Efraim Turban 2008

The field of business intelligence is evolving and quickly becoming a shared commodity by managers, analysts, and top executives across organizations. Business Intelligence: A Managerial Approach introduces the reader to the most current technologies found in today's business world and presents the fundamental techniques, construction, and usage of BI systems.

**Business Analytics for Managers** - Gert Laursen 2010-07-13

"While business analytics sounds like a complex subject, this book provides a clear and non-intimidating overview of the topic. Following its advice will ensure that your organization knows the analytics it needs to succeed, and uses them in the service of key strategies and business processes. You too can go beyond reporting!"—Thomas H. Davenport, President's Distinguished Professor of IT and Management, Babson College; coauthor, Analytics at Work: Smarter Decisions, Better Results Deliver the right decision support to the right people at the right time Filled with examples and forward-thinking guidance from renowned BA leaders Gert Laursen and Jesper Thorlund, Business Analytics for Managers offers powerful techniques for making increasingly advanced use of information in order to survive any market conditions. Take a look inside and find: Proven guidance on developing an information strategy Tips for supporting your company's ability to innovate in the future by using analytics Practical insights for planning and implementing BA How to use information as a strategic asset Why BA is the next stepping-stone for companies in the information age today Discussion on BA's ever-increasing role Improve your business's decision making. Align your business processes with your business's objectives. Drive your company into a prosperous future. Taking BA from buzzword to enormous value-maker, Business Analytics for Managers helps you do it all with workable solutions that will add tremendous value to your business.

**DSS 2.0 - Supporting Decision Making With New Technologies** - G.E. Phillips-Wren 2014-05-22

Advances in technology have resulted in new and advanced methods to support decision-making. For example, artificial intelligence has enabled people to make better decisions through the use of Intelligent Decision Support Systems (DSS). Emerging research in DSS demonstrates that decision makers can operate in a more timely manner using real-time data, more accurately due to data mining and 'big data' methods, more strategically by considering a greater number of factors, more precisely and inclusively due to the availability of social networking data, and with a wider media reach with video and audio technology. This book presents the proceedings of the IFIP TC8/Working Group 8.3 conference held at the Université Pierre et Marie Curie in Paris, France, in June 2014. Throughout its history the conference has aimed to present the latest innovations and achievements in Decision

Support Systems. This year the conference looks to the next generation with the theme of new technologies to enable DSS2.0. The topics covered include theoretical, empirical and design science research; case-based approaches in decision support systems; decision models in the real-world; healthcare information technology; decision making theory; knowledge management; knowledge and resource discovery; business intelligence; group decision support systems; collaborative decision making; analytics and 'big data'; rich language for decision support; multimedia tools for DSS; Web 2.0 systems in decision support; context-based technologies for decision making; intelligent systems and technologies in decision support; organizational decision support; research methods in DSS 2.0; mobile DSS; competing on analytics; and social media analytics. The book will be of interest to all those who develop or use Decision Support Systems. The variety of methods and applications illustrated by this international group of carefully reviewed papers should provide ideas and directions for future researchers and practitioners alike.

*Data Mining for Business Analytics* - Galit Shmueli 2019-10-14

*Data Mining for Business Analytics: Concepts, Techniques, and Applications in Python* presents an applied approach to data mining concepts and methods, using Python software for illustration. Readers will learn how to implement a variety of popular data mining algorithms in Python (a free and open-source software) to tackle business problems and opportunities. This is the sixth version of this successful text, and the first using Python. It covers both statistical and machine learning algorithms for prediction, classification, visualization, dimension reduction, recommender systems, clustering, text mining and network analysis. It also includes: A new co-author, Peter Gedeck, who brings both experience teaching business analytics courses using Python, and expertise in the application of machine learning methods to the drug-discovery process. A new section on ethical issues in data mining. Updates and new material based on feedback from instructors teaching MBA, undergraduate, diploma and executive courses, and from their students. More than a dozen case studies demonstrating applications for the data mining techniques described. End-of-chapter exercises that help readers gauge and expand their comprehension and competency of the material presented. A companion website with more than two dozen data sets, and instructor materials including exercise solutions, PowerPoint slides, and case solutions. *Data Mining for Business Analytics: Concepts, Techniques, and Applications in Python* is an ideal textbook for graduate and upper-undergraduate level courses in data mining, predictive analytics, and business analytics. This new edition is also an excellent reference for analysts, researchers, and practitioners working with quantitative methods in the fields of business, finance, marketing, computer science, and information technology. "This book has by far the most comprehensive review of business analytics methods that I have ever seen, covering everything from classical approaches such as linear and logistic regression, through to modern methods like neural networks, bagging and boosting, and even much more business specific procedures such as social network analysis and text mining. If not the bible, it is at the least a definitive manual on the subject." —Gareth M. James, University of Southern California and co-author (with Witten, Hastie and Tibshirani) of the best-selling book *An Introduction to Statistical Learning, with Applications in R*

*Business Intelligence: A Managerial Approach, Global Edition* - Ramesh Sharda 2017-09-27

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**Cultural and Technological Influences on Global Business** -

Christiansen, Bryan 2013-04-30

Technology is a key driver behind the effects of contemporary globalization on business and other organizations worldwide. Understanding this phenomena in connection with the impact of cultural variations can help improve business and product life cycles in an era in which corporate capital and liquidity buffers must be increased for

unexpected developments in global markets. *Cultural and Technological Influences on Global Business* is a leading publication in its field emphasizing the importance of deeply exploring the effects of cultures and technologies on the global business sector. This reference source is beneficial for professionals, researchers, and practitioners who wish to broaden their understanding of the direct relationship between culture and technology in the international business realm.

*Handbook of Research on Managing Information Systems in Developing Economies* - Boateng, Richard 2020-04-17

Technology provides accessibility otherwise unavailable to the people who can benefit from it the most. As new digital tools become less expensive and more widely available, research and real-world cases that examine the union between emergent countries and information systems are essential in determining the next steps for these nations. The *Handbook of Research on Managing Information Systems in Developing Economies* is a pivotal reference source that explores the effects of technological data handling within developing economies. Covering a broad range of topics such as emerging digital technologies, socio-economic development, and technology startups, this book is ideally designed for software programmers, policymakers, practitioners, educators, academicians, students, and researchers.

**Data Mining for Business Intelligence** - Galit Shmueli 2006-12-11

Learn how to develop models for classification, prediction, and customer segmentation with the help of *Data Mining for Business Intelligence*. In today's world, businesses are becoming more capable of accessing their ideal consumers, and an understanding of data mining contributes to this success. *Data Mining for Business Intelligence*, which was developed from a course taught at the Massachusetts Institute of Technology's Sloan School of Management, and the University of Maryland's Smith School of Business, uses real data and actual cases to illustrate the applicability of data mining intelligence to the development of successful business models. Featuring XLMiner, the Microsoft Office Excel add-in, this book allows readers to follow along and implement algorithms at their own speed, with a minimal learning curve. In addition, students and practitioners of data mining techniques are presented with hands-on, business-oriented applications. An abundant amount of exercises and examples are provided to motivate learning and understanding. *Data Mining for Business Intelligence: Provides both a theoretical and practical understanding of the key methods of classification, prediction, reduction, exploration, and affinity analysis. Features a business decision-making context for these key methods. Illustrates the application and interpretation of these methods using real business cases and data. This book helps readers understand the beneficial relationship that can be established between data mining and smart business practices, and is an excellent learning tool for creating valuable strategies and making wiser business decisions.*

**Web Services: Concepts, Methodologies, Tools, and Applications** -

Management Association, Information Resources 2018-12-07

Web service technologies are redefining the way that large and small companies are doing business and exchanging information. Due to the critical need for furthering automation, engagement, and efficiency, systems and workflows are becoming increasingly more web-based. *Web Services: Concepts, Methodologies, Tools, and Applications* is an innovative reference source that examines relevant theoretical frameworks, current practice guidelines, industry standards and standardization, and the latest empirical research findings in web services. Highlighting a range of topics such as cloud computing, quality of service, and semantic web, this multi-volume book is designed for computer engineers, IT specialists, software designers, professionals, researchers, and upper-level students interested in web services architecture, frameworks, and security.

**Business Intelligence** - Ramesh Sharda 2013-12-06

Includes bibliographical references and index

**The Handbook of Market Intelligence** - Hans Hedin 2014-06-30

An important update to this roadmap for the development of a corporate intelligence program. Market intelligence is the distinct discipline by which organisations systematically gather and process information about their external operating environment in order to facilitate accurate and confident decision making that is based on insight. For companies to thrive in the global post-recession marketplace, their management needs future-oriented business information. The *Handbook of Market Intelligence* provides a one stop shop, step-by-step roadmap for establishing, conducting and further developing corporate intelligence programs within an organisation and then shows how organisations can turn market data into actionable insights. • Full of best practice advice

from hundreds of real-life international case studies • Outlines the anticipated future trends in Strategic Market Intelligence based on unique global survey data • Provides guidance on extracting relevant, useful and accurate market information that can be used for successful business development

**Handbook of Research on Emerging Perspectives on Healthcare Information Systems and Informatics** - Tan, Joseph 2018-05-11

Over the decades, the fields of health information systems and informatics have seen rapid growth. Such integrative efforts within the two disciplines have resulted in emerging innovations within the realm of medicine and healthcare. The Handbook of Research on Emerging Perspectives on Healthcare Information Systems and Informatics provides emerging research on the innovative practices of information systems and informatic software in providing efficient, safe, and impactful healthcare systems. While highlighting topics such as conceptual modeling, surveillance data, and decision support systems, this handbook explores the applications and advancements in technological adoption and application of information technology in health institutions. This publication is a vital resource for hospital administrators, healthcare professionals, researchers, and practitioners seeking current research on health information systems in the digital era.

**Knowledge Management** - Irma Becerra-Fernandez 2014-12-05

This text serves as a complete introduction to the subject of knowledge management (KM), incorporating technical and social aspects, as well as concepts, practical examples, traditional KM approaches, and emerging topics.

**Business Intelligence and Data Mining** - Anil Maheshwari 2014-12-31

“This book is a splendid and valuable addition to this subject. The whole book is well written and I have no hesitation to recommend that this can be adapted as a textbook for graduate courses in Business Intelligence and Data Mining.” Dr. Edi Shivaji, Des Moines, Iowa “As a complete novice to this area just starting out on a MBA course I found the book incredibly useful and very easy to follow and understand. The concepts are clearly explained and make it an easy task to gain an understanding of the subject matter.” -- Mr. Craig Domoney, South Africa. Business Intelligence and Data Mining is a conversational and informative book in the exploding area of Business Analytics. Using this book, one can easily gain the intuition about the area, along with a solid toolset of major data mining techniques and platforms. This book can thus be gainfully used as a textbook for a college course. It is also short and accessible enough for a busy executive to become a quasi-expert in this area in a couple of hours. Every chapter begins with a case-let from the real world, and ends with a case study that runs across the chapters.

**Research Anthology on Big Data Analytics, Architectures, and Applications** - Management Association, Information Resources 2021-09-24

Society is now completely driven by data with many industries relying on data to conduct business or basic functions within the organization. With

the efficiencies that big data bring to all institutions, data is continuously being collected and analyzed. However, data sets may be too complex for traditional data-processing, and therefore, different strategies must evolve to solve the issue. The field of big data works as a valuable tool for many different industries. The Research Anthology on Big Data Analytics, Architectures, and Applications is a complete reference source on big data analytics that offers the latest, innovative architectures and frameworks and explores a variety of applications within various industries. Offering an international perspective, the applications discussed within this anthology feature global representation. Covering topics such as advertising curricula, driven supply chain, and smart cities, this research anthology is ideal for data scientists, data analysts, computer engineers, software engineers, technologists, government officials, managers, CEOs, professors, graduate students, researchers, and academicians.

**Progress in Artificial Intelligence** - Luís Seabra Lopes 2009-10-07

This book contains a selection of higher quality and reviewed papers of the 14th Portuguese Conference on Artificial Intelligence, EPIA 2009, held in Aveiro, Portugal, in October 2009. The 55 revised full papers presented were carefully reviewed and selected from a total of 163 submissions. The papers are organized in topical sections on artificial intelligence in transportation and urban mobility (AITUM), artificial life and evolutionary algorithms (ALEA), computational methods in bioinformatics and systems biology (CMBSB), computational logic with applications (COLA), emotional and affective computing (EAC), general artificial intelligence (GAI), intelligent robotics (IROBOT), knowledge discovery and business intelligence (KDBI), multi-agent systems (MASTA) social simulation and modelling (SSM), text mining and application (TEMA) as well as web and network intelligence (WNI).

**Modern Optimization with R** - Paulo Cortez 2021-07-30

The goal of this book is to gather in a single work the most relevant concepts related in optimization methods, showing how such theories and methods can be addressed using the open source, multi-platform R tool. Modern optimization methods, also known as metaheuristics, are particularly useful for solving complex problems for which no specialized optimization algorithm has been developed. These methods often yield high quality solutions with a more reasonable use of computational resources (e.g. memory and processing effort). Examples of popular modern methods discussed in this book are: simulated annealing; tabu search; genetic algorithms; differential evolution; and particle swarm optimization. This book is suitable for undergraduate and graduate students in computer science, information technology, and related areas, as well as data analysts interested in exploring modern optimization methods using R. This new edition integrates the latest R packages through text and code examples. It also discusses new topics, such as: the impact of artificial intelligence and business analytics in modern optimization tasks; the creation of interactive Web applications; usage of parallel computing; and more modern optimization algorithms (e.g., iterated racing, ant colony optimization, grammatical evolution).