Business Intelligence A Managerial Perspective On Analytics

Business IntelligenceData Analytics and Business IntelligenceIntelligent Business AnalyticsFoundations of Data Science for Engineering Problem SolvingBig Data Analytics for Entrepreneurial SuccessBig Data Analytics in Supply Chain ManagementIntelligence analysis in social mediaBig Data Optimization: Recent Developments and ChallengesBig Data Analytics: A Management PerspectiveReinventing Manufacturing and Business Processes Through Artificial IntelligenceArtificial Intelligence Applications and InnovationsA Multi View Approach on Data AnalyticsEnterprise Management with SAP SEM/business AnalyticsUsing R to Unlock the Value of Big Data: Big Data Analytics with Oracle R Enterprise and Oracle R Connector for HadoopCatalogueHeuristics in AnalyticsBusiness Intelligence Implementation: Issues And PerspectivesA Primer on Business AnalyticsMaster Competitive Analytics with Oracle Endeca Information DiscoveryData Science and Big Data Analytics Ramesh Sharda Vincent Charles Nitendra Kumar Parikshit Narendra Mahalle Sedkaoui, Soraya Iman Rahimi Girdan Ali Emrouznejad Francesco Corea Geeta Rana Ilias Maglogiannis Marco Meier Mark Hornick University of Cincinnati Carlos Andre Reis Pinheiro B. Sujatha Yudhvir Seetharam Helen Sun EMC Education Services

this is the ebook of the printed book and may not include any media website access codes or print supplements that may come packaged with the bound book a managerial approach to understanding business intelligence systems to help future managers use and understand analytics business intelligence provides a solid foundation of bi that is reinforced with hands on practice

business analytics ba is an evolving phenomenon that showcases the increasing importance of using huge volumes of data to generate value for businesses advances in ba have offered great opportunities for organisations to improve innovate and develop existing or new processes products and services ba is the process of transforming data into actionable insight by using statistical and mathematical analysis descriptive prescriptive and predictive models machine learning information systems and network science methods among others along with a variety of data expert knowledge and fact based management to support better and faster decision making ba and business intelligence bi generate capabilities for companies to compete in the market effectively and has become one of the main functional areas in most companies ba tools are used in diverse ways for example to identify consumer behaviour patterns and market trends to derive valuable insights on the performance of stocks to find information on the attrition rate of employees to analyse and solve healthcare problems to offer insight into inventory management and supply chain management to analyse data from social networks and to infer traffic behaviour and develop traffic management policy among others ba and bi have become one of the most popular research areas in academic circles as well as in the industry driven by the increasing demand in the business world this book aims to become a stimulus for innovative business solutions covering a wide range of aspects of business analytics such as management science information technology descriptive prescriptive and predictive models machine learning network science mathematical and statistical techniques the book will encompass a valuable collection of chapters exploring and discussing computational frameworks practices and applications of ba that can assist industries and relevant stakeholders in decision making and problem solving exercises with a view to driving competitive advantage

this book explores the transformative role of soft computing methods in increasing business analytics providing a comprehensive look into how these advanced methods can be applied to complex business data for meaningful insights through the integration of neural network fuzzy logic

genetic algorithms artificial intelligence machine learning deep learning and other innovative approaches intelligent business analytics harnessing the power of soft computing for data driven insights presents a roadmap for leveraging computational intelligence in diverse areas of business decision making readers will venture from predictive analytics and customer segmentation to real time decision support systems and many other applications soft computing s flexibility and applicability in the handling of uncertainty ambiguity and dynamic data environments shine throughout the book each chapter is created to be a base of theory and at the same time provide an applied example so the book is appropriate for students researchers and professionals in the field this book also discusses where the markets are heading and new applications that are in store for intelligent analytics to create a competitive advantage that also supports sustainable growth at the end this book is for those who want to learn more about using data driven approaches and those who are ready to face the changes of the fast evolving digital world

this book is one stop shop which offers essential information one must know and can implement in real time business expansions to solve engineering problems in various disciplines it will also help us to make future predictions and decisions using ai algorithms for engineering problems machine learning and optimizing techniques provide strong insights into novice users in the era of big data there is a need to deal with data science problems in multidisciplinary perspective in the real world data comes from various use cases and there is a need of source specific data science models information is drawn from various platforms channels and sectors including web based media online business locales medical services studies and internet to understand the trends in the market data science can take us through various scenarios it takes help of artificial intelligence and machine learning techniques to design and optimize the algorithms big data modelling and visualization techniques of collected data play a vital role in the field of data science this book targets the researchers from areas of artificial intelligence machine learning data science and big data analytics to look for new techniques in business analytics and applications of artificial intelligence in recent businesses

in a resolutely practical and data driven project universe the digital age changed the way data is collected stored analyzed visualized and protected transforming business opportunities and strategies it is important for today s organizations and entrepreneurs to implement a robust data strategy and industrialize a set of data driven solutions to utilize big data analytics to its fullest potential big data analytics for entrepreneurial success provides emerging perspectives on the theoretical and practical aspects of data analysis tools and techniques within business applications featuring coverage on a broad range of topics such as algorithms data collection and machine learning this publication provides concrete examples and case studies of successful uses of data driven projects as well as the challenges and opportunities of generating value from data using analytics it is ideally designed for entrepreneurs researchers business owners managers graduate students academicians software developers and it professionals seeking current research on the essential tools and technologies for organizing analyzing and benefiting from big data

in a world of soaring digitization social media financial transactions and production and logistics processes constantly produce massive data employing analytical tools to extract insights and foresights from data improves the quality speed and reliability of solutions to highly intertwined issues faced in supply chain operations from procurement in industry 4 0 to sustainable consumption behavior to curriculum development for data scientists this book offers a wide array of techniques and theories of big data analytics applied to supply chain management it offers a comprehensive overview and forms a new synthesis by bringing together seemingly divergent fields of research intended for engineering and business students scholars and professionals this book is a collection of state of the art research and best practices to spur discussion about and extend the cumulant knowledge of emerging supply chain problems

the global security environment dominated and dependent on information and communication technology generates an accumulation of disruptive factors for society this volume in direct accordance with technological developments that have facilitated information avalanche and anonymous communication has required interdisciplinary research in areas such as psychology sociology computer science social media communication and legislation the research aims to establish whether social media platforms through the actions they facilitate can pose risks and threats to national security and to identify premises in order to stimulate strategies that should be followed to avoid transforming various forms of online communication into a potentiating and generating factor of crime radical or extremist opinions mass manipulation etc at the same time the research offers an alternative vision on approaching the concept of intelligence in the context of the development of social media networks socmint and promotes ways to improve and streamline how to achieve objectives that can be successfully applied including in business intelligence in this regard a case study is conducted on the effects of covid 19 pandemic sars cov 2 coronavirus from the perspective of law enforcement agencies although the individually exploitation of socmint does not provide a comprehensive answer it must be used in the initial stages of decision making and effort making due to the low costs compared to other int disciplines the volume does not present a solution to current problems but through its didactic documentary and informative nature it offers professional support at high standards to analysts and

managers in decision making

the main objective of this book is to provide the necessary background to work with big data by introducing some novel optimization algorithms and codes capable of working in the big data setting as well as introducing some applications in big data optimization for both academics and practitioners interested and to benefit society industry academia and government presenting applications in a variety of industries this book will be useful for the researchers aiming to analyses large scale data several optimization algorithms for big data including convergent parallel algorithms limited memory bundle algorithm diagonal bundle method convergent parallel algorithms network analytics and many more have been explored in this book

this book is about innovation big data and data science seen from a business perspective big data is a buzzword nowadays and there is a growing necessity within practitioners to understand better the phenomenon starting from a clear stated definition this book aims to be a starting reading for executives who want and need to keep the pace with the technological breakthrough introduced by new analytical techniques and piles of data common myths about big data will be explained and a series of different strategic approaches will be provided by browsing the book it will be possible to learn how to implement a big data strategy and how to use a maturity framework to monitor the progress of the data science team as well as how to move forward from one stage to the next crucial challenges related to big data will be discussed where some of them are more general such as ethics privacy and ownership while others concern more specific business situations e g initial public offering growth strategies etc the important matter of selecting the right skills and people for an effective team will be extensively explained and practical ways to recognize them and understanding their personalities will be provided finally few relevant technological future trends will be acknowledged i e iot artificial intelligence blockchain etc especially for their close relation with the increasing amount of data and our ability to analyse them faster and more effectively

this edited book describes how newly emerging artificial intelligence ai technologies will provide unprecedented opportunities to penetrate technology and automation into everything we do and at the same time provide a huge playing field for businesses to develop newer models to capture market share it establishes a milestone in understanding global transformational changes occurring in the manufacturing and corporate world due to ai and tries to find powerful and sophisticated solutions that will improve and streamline operations reinventing manufacturing and business processes through artificial intelligence will be of interest to students researchers and professionals of the ai community as well as interdisciplinary researchers

this book constitutes the refereed proceedings of the 17th ifip wg 12 5 international conference on artificial intelligence applications and innovations aiai 2021 held virtually and in hersonissos crete greece in june 2021 the 50 full papers and 11 short papers presented were carefully reviewed and selected from 113 submissions they cover a broad range of topics related to technical legal and ethical aspects of artificial intelligence systems and their applications and are organized in the following sections adaptive modeling neuroscience ai in biomedical applications ai impacts big data automated machine learning autonomous agents clustering convolutional nn data mining word counts deep learning fuzzy modeling hyperdimensional computing internet of things internet of energy machine learning multi agent systems natural language recommendation systems sentiment analysis and smart blockchain applications cybersecurity chapter improving the flexibility of production scheduling in flat steel production through standard and ai based approaches challenges and perspective is available open access under a creative commons attribution 4 0 international license via link springer com

in order to make strategy happen there is a need for powerful management information systems sap focuses on the application of modern business administration concepts e g value based management the balanced scorecard the management cockpit or flexible planning methods the book describes the methodology and implementation of a powerful tool for enterprise management practical examples show how sap strategic enterprise management business analytics sap sem ba can help to improve cross functional planning reporting and analyzing sap sem ba is a leading edge it solution for top management and related departments in large enterprises and groups it demonstrates the state of the art of modern management information and decision support systems

the oracle press guide to big data analytics using r cowritten by members of the big data team at oracle this oracle press book focuses on analyzing data with r while making it scalable using oracle s r technologies using r to unlock the value of big data provides an introduction to open source r and describes issues with traditional r and database interaction the book then offers in depth coverage of oracle s strategic r offerings oracle r enterprise oracle r distribution roracle and oracle r connector for hadoop you can practice your new skills using the end of chapter exercises

employ heuristic adjustments for truly accurate analysis heuristics in analytics presents an approach to analysis that accounts for the randomness of business and the competitive marketplace creating a model that more accurately reflects the scenario at hand with an emphasis on the importance of proper analytical tools the book describes the analytical process from exploratory analysis through model developments to deployments and possible outcomes beginning with an introduction to heuristic concepts readers will find heuristics applied to statistics and probability mathematics stochastic and artificial intelligence models ending with the knowledge applications that solve business problems case studies illustrate the everyday application and implication of the techniques presented while the heuristic approach is integrated into analytical modeling graph analysis text analytics and more robust analytics has become crucial in the corporate environment and randomness plays an enormous role in business and the competitive marketplace failing to account for randomness can steer a model in an entirely wrong direction negatively affecting the final outcome and potentially devastating the bottom line heuristics in analytics describes how the heuristic characteristics of analysis can be overcome with problem design math and statistics helping readers to realize just how random the world is and how unplanned events can affect analysis integrate heuristic and analytical approaches to modeling and problem solving discover how graph analysis is applied in real world scenarios around the globe apply analytical knowledge to customer behavior insolvency prevention fraud detection and more understand how text analytics can be applied to increase the business knowledge every single factor no matter how large or how small must be taken into account when modeling a scenario or event even the unknowns the presence or absence of even a single detail can dramatically alter eventual outcomes from raw data to final report heuristics in analytics contains the information analysts need to improve accuracy and ultimately predictive and descriptive power

in an information age it s not surprising to find business intelligence bi and data warehousing becoming strategic parts of businesses bi describes the process of turning raw data into useful information which helps in making decisions this comes in

this book will provide a comprehensive overview of business analytics for those who have either a technical background quantitative methods or a practitioner business background business analytics in the context of the 4th industrial revolution is the new normal for businesses that operate in this digital age this book provides a comprehensive primer and overview of the field and related fields such as business intelligence and data science it will discuss the field as it applies to financial institutions with some minor departures to other industries readers will gain understanding and insight into the field of data science including traditional as well as emerging techniques further many chapters are dedicated to the establishment of a data driven team from executive buy in and corporate governance to managing and quantifying the return of data driven projects

oracle endeca information discovery best practices maximize the powerful capabilities of this self service enterprise data discovery platform master competitive analytics with oracle endeca information discovery reveals how to unlock insights from any type of data regardless of structure the first part of the book is a complete technical guide to the product s architecture components and implementation the second part presents a comprehensive collection of business analytics use cases in various industries including financial services healthcare research manufacturing retail consumer packaged goods and public sector step by step instructions on implementing some of these use cases are included in this oracle press book install and manage oracle endeca server design oracle endeca information discovery studio visualizations to facilitate user driven data exploration and discovery enable enterprise driven data exploration with oracle endeca information discovery integrator develop and implement a fraud detection and analysis application build a healthcare correlation application that integrates claims patient and operations analysis partners clinical research and remote monitoring use an enterprise architecture approach to incrementally establish big data and analytical capabilities

data science and big data analytics is about harnessing the power of data for new insights the book covers the breadth of activities and methods and tools that data scientists use the content focuses on concepts principles and practical applications that are applicable to any industry and technology environment and the learning is supported and explained with examples that you can replicate using open source software this book will help you become a contributor on a data science team deploy a structured lifecycle approach to data analytics problems apply appropriate analytic techniques and tools to analyzing big data learn how to tell a compelling story with data to drive business action prepare for emc proven professional data science certification get started discovering analyzing visualizing and presenting data in a meaningful way today

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