



# Microsoft Business Intelligence For Dummies

By Ken Withee

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**Microsoft Business Intelligence For Dummies** By Ken Withee

## Learn to create an effective business strategy using Microsoft's BI stack

Microsoft Business Intelligence tools are among the most widely used applications for gathering, providing access to, and analyzing data to enable the enterprise to make sound business decisions. The tools include SharePoint Server, the Office Suite, PerformancePoint Server, and SQL Server, among others.

With so much jargon and so many technologies involved, *Microsoft Business Intelligence For Dummies* provides a much-needed step-by-step explanation of what's involved and how to use this powerful package to improve your business.

- Microsoft Business Intelligence encompasses a broad collection of tools designed to help business owners and managers direct the enterprise effectively
- This guide provides an overview of SharePoint, PerformancePoint, the SQL Server suite, Microsoft Office, and the BI development technologies
- Explains how the various technologies work together to solve functional problems
- Translates the buzzwords and shows you how to create your business strategy
- Examines related technologies including data warehousing, data marts, Online Analytical Processing (OLAP), data mining, reporting, dashboards, and Key Performance Indicators (KPIs)
- Simplifies this complex package to get you up and running quickly

*Microsoft Business Intelligence For Dummies* demystifies these essential tools for enterprise managers, business analysts, and others who need to get up to speed.

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## Microsoft Business Intelligence For Dummies By Ken Withee Bibliography

- Rank: #427858 in eBooks
- Published on: 2010-03-16
- Released on: 2010-03-16
- Format: Kindle eBook

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## **Editorial Review**

From the Back Cover

**The book that beats the buzzwords! At last, understand BI and what it can do for your business**

Buzzwords, begone! This book looks beyond the jargon at real business problems and common-sense solutions. Data is the lifeblood of your business. Microsoft BI tools help you collect that data; sort, store, and analyze it; find it when you need it; and use it to make decisions. You'll understand terms like "OLAP cube" and "data mart" — at last!

- It's all about the right tools — learn which BI technologies can solve specific issues for your business
- Realistic expectations — get a clear understanding of what you expect to achieve with BI
- Meet the parts — see how the SQL Server technologies, presentation technologies, and development/customization technologies work together
- The right edge — support decision-making by using BI to get the right data to the right person at the right time
- Storing this stuff — understand how data warehouses and data marts make it easier to manage and retrieve data
- The tool on your desktop — discover how to use Excel® for data analysis and data mining
- Making it work — create a logical plan for BI implementation, know what you need and what you don't, and get stakeholders on board

### **Open the book and find:**

- BI tools that are already hiding in your software
- How to manage the data life cycle
- Tips for evaluating and choosing technologies
- What you can do with Dashboards and Scorecards
- Nearly a dozen data mining algorithms
- Ways to display and analyze data
- Advice on testing and rolling out your BI strategy
- Keys to making BI successful

### **Learn to:**

- Apply the latest Microsoft technologies and use them together
- Create an effective strategy to solve business problems
- Work with the SQL Server product suite
- Use the new SharePoint Business Intelligence tools

About the Author

**Ken Withee** is a Microsoft SharePoint and Business Intelligence consultant and a Microsoft Certified Technology Specialist. He is certified in SharePoint, SQL Server, and .NET. Among his many published works are a book on SSRS 2008 and a featured article on Self-Serve Business Intelligence in *The Architecture Journal*.

## **Users Review**

### **From reader reviews:**

#### **Ralph Garibay:**

Why don't make it to become your habit? Right now, try to prepare your time to do the important action, like looking for your favorite reserve and reading a reserve. Beside you can solve your long lasting problem; you can add your knowledge by the e-book entitled Microsoft Business Intelligence For Dummies. Try to the actual book Microsoft Business Intelligence For Dummies as your friend. It means that it can for being your friend when you experience alone and beside regarding course make you smarter than ever before. Yeah, it is very fortunated for you. The book makes you far more confidence because you can know anything by the book. So , let us make new experience in addition to knowledge with this book.

#### **Willie Quinones:**

The e-book untitled Microsoft Business Intelligence For Dummies is the publication that recommended to you you just read. You can see the quality of the publication content that will be shown to you actually. The language that publisher use to explained their way of doing something is easily to understand. The copy writer was did a lot of research when write the book, hence the information that they share to you is absolutely accurate. You also can get the e-book of Microsoft Business Intelligence For Dummies from the publisher to make you considerably more enjoy free time.

#### **Shawn Martinez:**

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#### **Jean Gonzales:**

In this era which is the greater man or who has ability to do something more are more special than other. Do you want to become certainly one of it? It is just simple solution to have that. What you need to do is just spending your time not much but quite enough to have a look at some books. One of many books in the top checklist in your reading list is usually Microsoft Business Intelligence For Dummies. This book which is qualified as The Hungry Slopes can get you closer in becoming precious person. By looking upwards and review this guide you can get many advantages.

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