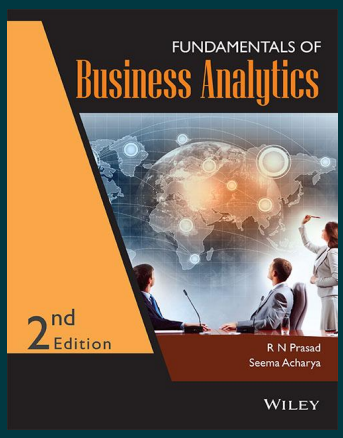
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Fundamentals of Business Analytics, 2ed

By R N Prasad, Seema Acharya

Paperback 9788126563791 **₹1,050.00**

Pages: 428

Description

The book promises to be a single source of introductory knowledge on business intelligence which can be taught in one semester. It will provide a good start for first time learners typically from the engineering and management discipline. Business Intelligence subject cannot be studied in isolation. The book provides a holistic coverage beginning with an enterprise context, developing deeper understanding through the use of tools, touching a few domains where BI is embraced and discussing the problems that BI can help solve. It covers the complete life cycle of BI/Analytics project: Covering operational / transactional data sources, data transformation, data mart / warehouse design-build, analytical reporting and dashboards.

About the Author

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