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Discovering Business Intelligence Using MicroStrategy 9

Nelson Enriquez, Samundar Singh Rathore

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In Detail

Business Intelligence is a type of technology that has been proven to support business decisions in an organization. MicroStrategy 9 is a fully-integrated BI platform that makes Business Intelligence faster, easier, and more user-friendly. It enables businesses to generate their own reports and dashboards without the need for technical knowledge.

This practical, hands-on guide will provide Business Intelligence for executives, as well as enable BI reports and dashboards without the dependency of IT savvy personnel. It will allow you to design, build, and share business relevant data in hours, in a secure way, including mobile devices and show you how to leverage your transactional information.

This example-oriented book looks at the value proposition of cloud computing and the MicroStrategy platform, and features practical exercises for BI reports and dashboard enablement, including the design phase and best practices for when we design a BI report.

The book begins with an exploration of MicroStrategy along with typical business needs. Our focus then shifts to best practices for BI reports and dashboard definitions from the functional stand point, with easy-to-do exercises that will allow you to enable the reports in the platform. You will learn about scorecards and dashboards, along with sharing the reports. Next, you will get acquainted with cloud-based services provided by the MicroStrategy platform. By the end of this book, you will able to design, enable, and share BI reports and dashboards without the need for comprehensive technical knowledge, and leverage the latest technology on the market.

Approach

This is a step-by-step tutorial that covers the basics of working with the MicroStrategy platform.

Who this book is for

If you are a BI developer who would like to use MicroStrategy to build BI apps, this book is ideal for you. This book is also for mid-management executives who need to analyze data and Excel files that are too complicated to manage. A basic concept of BI is assumed.

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