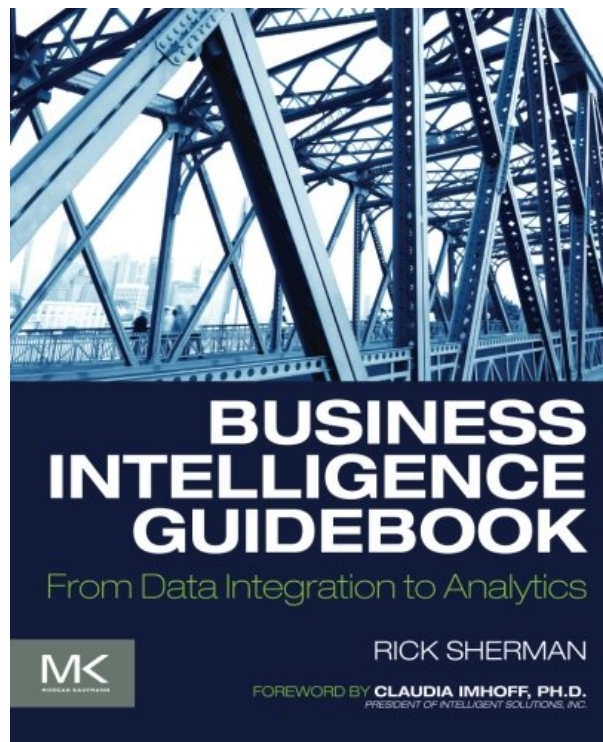
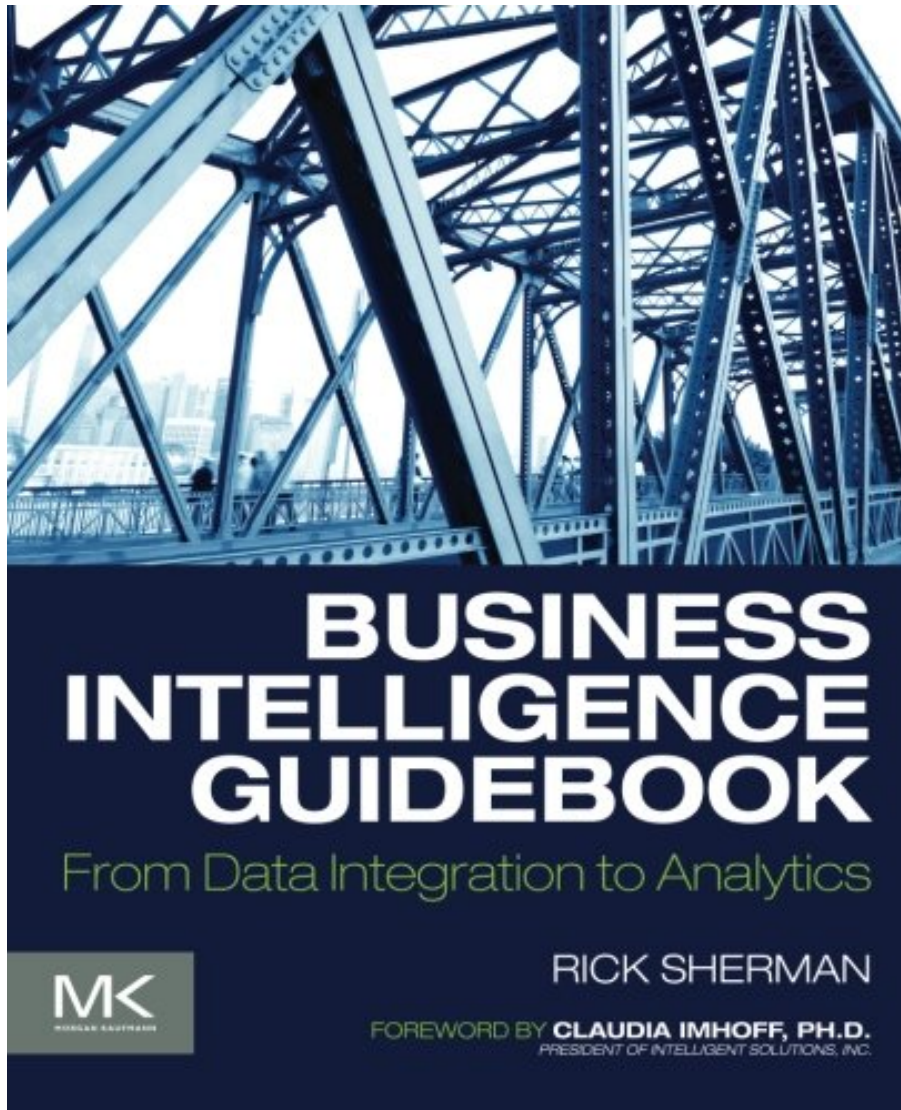


# **BUSINESS INTELLIGENCE GUIDEBOOK: FROM DATA INTEGRATION TO ANALYTICS BY RICK SHERMAN**



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"Anyone tasked with business intelligence and data integration will want this outstanding introduction and guidebook...An established professional will also not be disappointed with the fresh how-to look. I highly recommend it." --Computing Reviews

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Rick Sherman is the founder of Athena IT Solutions, which provides consulting, training and vendor services for business intelligence, analytics, data integration and data warehousing. He is an adjunct faculty member at Northeastern University's Graduate School of Engineering and is a frequent contributor to industry publications, events, and webinars.

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- 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.

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## Most helpful customer reviews

2 of 2 people found the following review helpful.

The go-to BI book for my analytics team

By Jens Meyer

The most difficult part of writing technical publications is to find the proper balance of content that attracts both seasoned practitioners as well as new entrants to the field. Sherman accomplishes this by taking a 360 degree look at Business intelligence, covering the business and technical aspects of BI, the architectural underpinnings both from a high-level solutions architecture as well as low-level query design patterns perspective, as well as implementation processes and project management options. Whether you are an experienced SQL or BI developer, a project manager, or a BI analyst, there are chapters in this book relevant to your particular area of expertise that provide new knowledge or stimulate new thinking. Whether you need a quick refresher on knowledge or look for new complimentary information the Business Intelligence Guidebook will satisfy your needs. The book has become the go-to reference book on my team whenever we need to look up something quickly and don't want to get lost in the information lake of the Internet.

1 of 1 people found the following review helpful.

Informative and Useful for BI

By Metalsand

This textbook is a rare thing. Not from it's difficulty in obtaining, or due to the price being well below the norm of \$100. What is rare about it is that it actually feels like they are trying to make it for someone who wants to learn the information, rather than simply writing it for a class; that is, it prioritizes learning over merely informing.

I found my first indication of this as I went to place sticky-note flags marking the individual chapters for later study - I typically do this so that when referencing one chapter I can more quickly get back to it. I realized that the flags were coinciding with these black markers on the side, and quickly realized that the way they printed the book off, there are black lines on the side that indicate where the part starts are, and where each chapter was. I know this is a small thing, and really not relevant to the actual content of the book, but it's just so refreshing to see that the publisher or author was concerned about efficacy rather than merely the bottom-line.

As for the content itself, there is little "fluff" or waste throughout the book. As I said before, it's designed with the task of informing in mind, and as such, it does not go off on tangents or over-explain anything. Anything that requires a tangential explanation is typically all contained within the same chapter. In a classroom setting, I could see this being useful if the book is being used to explain a specific subset of a field, as you can easily skip sections irrelevant to the classroom without having to summarize the preceding section.

The only thing missing from my "checklist" when it comes to textbooks would be a summation of the individual chapters - summation of chapters are typically a staple of most textbooks. However, when I considered that the chapters were written with minimal waste, I instead feel that a summary would be unnecessary. The chapters are generally as long as they need to be, ranging from 10 pages to 40, and there are pages in some chapters that give a decent enough overview of information, such as in the first chapter when it concluded with a definitions table, something that no further chapter finished with.

Overall, it's a good textbook about explaining Business Intelligence, and it's nice that it doesn't cost any limbs to purchase. If I had the option to choose between this and other textbooks, I can't see any reason not to choose this book. The only other thing I'd like to note is that I am a MIS major, so it's possible that I might be overrating it by a star simply because I was more familiar with the subject matter and did not get confused



with any of the sections that another might, but even if there was a section that would make less sense to someone not directly involved in the field, I still feel that it would be a useful resource well worth the price.

1 of 1 people found the following review helpful.

A "Must Have" For Those Working in the Business Intelligence Field

By B. A. Martinson

After giving you a good idea of why data is so important in businesses today, The Business Intelligence Guidebook covers the many facets of a BI project. It starts with justifying and building a business case, which is helpful since if you can't get a project off the ground in the first place you're in big trouble.

The meat of the book is the more technical aspects of a project, beginning with the information, data, technology and product architectures. Then it explains data modeling, with tons of illustrations to help you understand this very esoteric subject. Data integration comes next, and then a great section on BI design, including analytics and data shadow systems.

It wraps up with a section on people-related issues, including a whole chapter on "people, process and politics" in addition to an overview of project management. This is the most complete BI book I've come across and it's earned a spot on my bookshelf.

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