



Business Analytics for Managers: Taking Business Intelligence Beyond Reporting

Gert H.N. Laursen Jesper Thorlund

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Jesper Thorlund

Many companies are unsure exactly what business analytics is and how it can be used to improve their performance. Much of the material currently in the marketplace is technical in nature. This book's focus is not on the technical aspects of business analytics but takes a business holistic approach. It provides an explanation of what business analytics is and how it should be important to people in sales, marketing, management, finance, hr, production as well as analysis and controlling. Table of contents the business analytics model business analytics at strategic level development and deployment of information at the functional level business analytics at the analytical level business analytics at the data warehouse level the company's collection of source data structuring of a business intelligence competency center assessment and prioritization of ba projects business analytics in the future

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