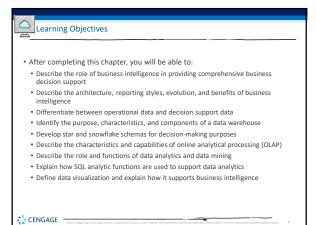
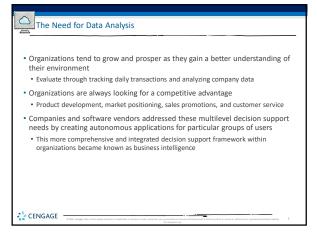
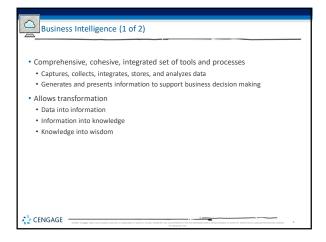
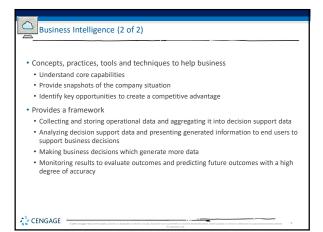


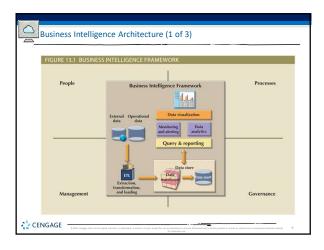
Chapter 13 Business Intelligence and Data Warehouses

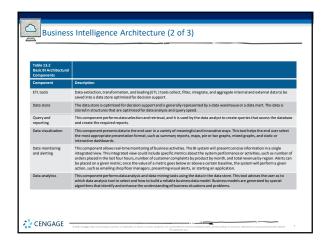


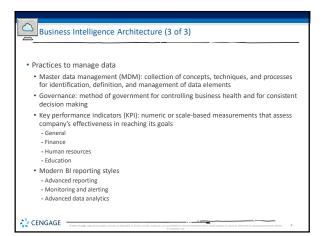


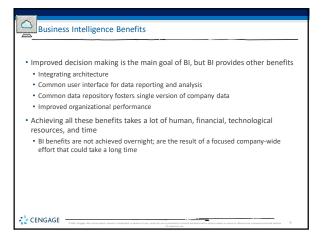


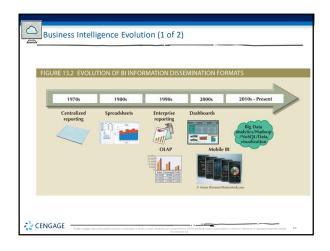


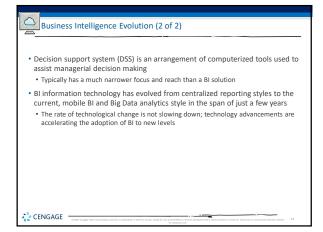




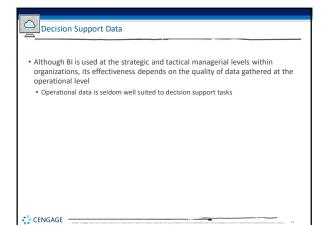




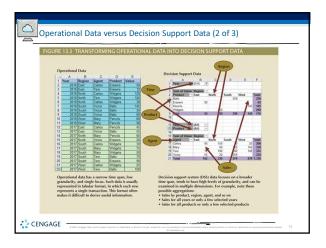


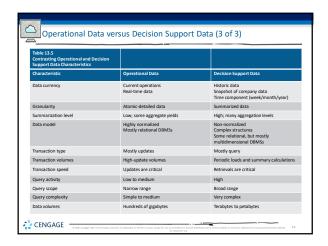


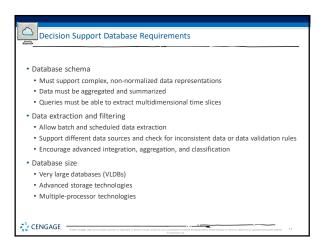


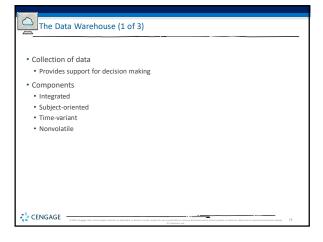


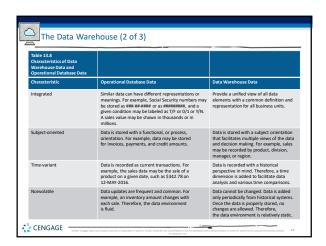
Operational Data versus Decision Support Data (1 of 3) • Operational data and decision support data serve different purposes • Operational data is useful for capturing daily business transactions • Decision support data gives tactical and strategic business meaning to the operational data • Decision support data differs from operational data in three main areas • Time span • Granularity (level of aggregation) • Dimensionality

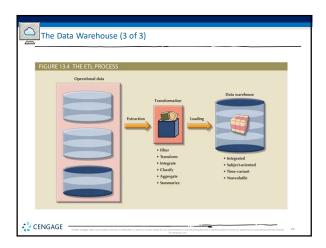


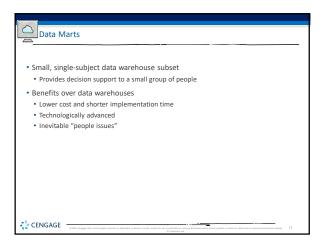


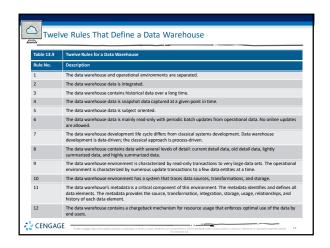


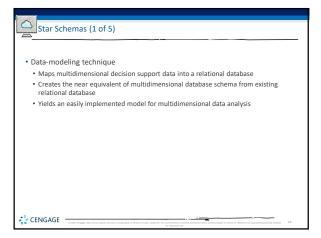


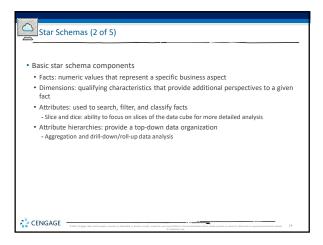


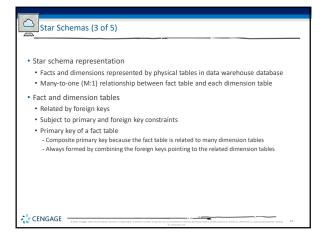


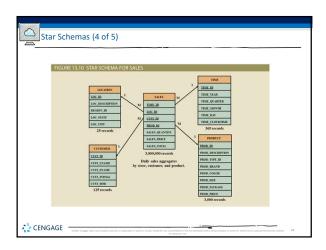


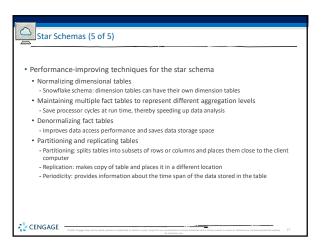


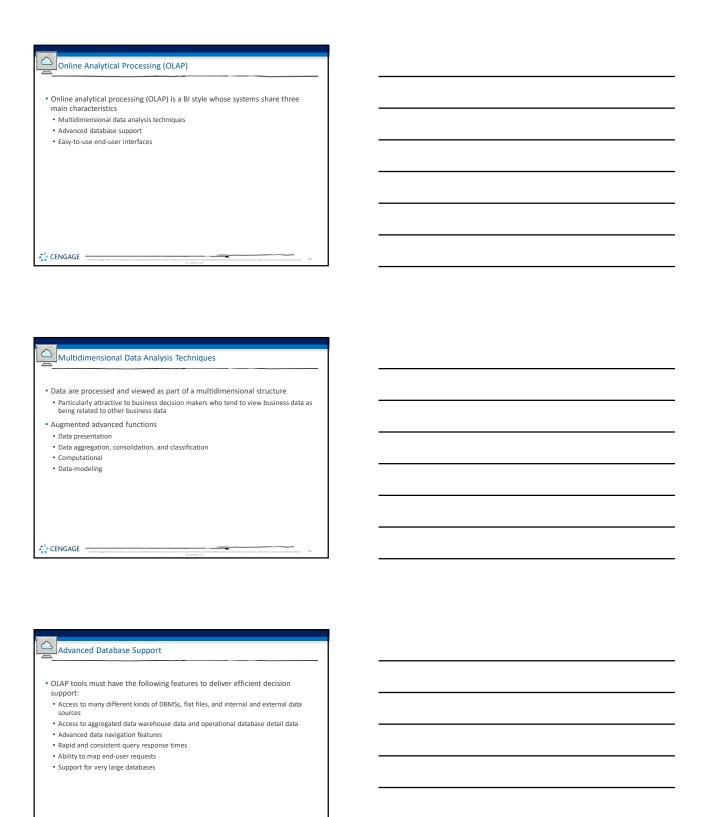




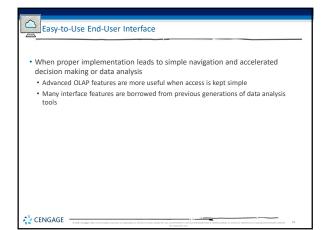


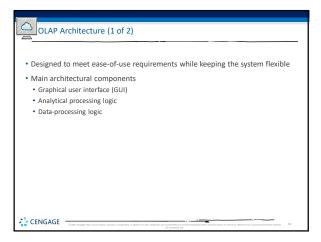


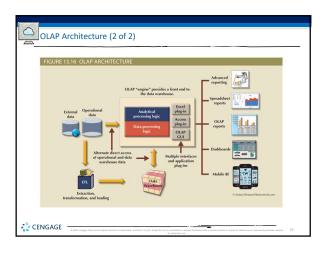




₹ CENGAGE -







Subset of business intelligence (BI) functionality that encompasses a wide range of mathematical, statistical, and modeling techniques with the purpose of extracting knowledge from data Explanatory analytics: focuses on discovering and explaining data characteristics and relationships based on existing data Predictive analytics: focuses on predicting future data outcomes with a high degree of accuracy Data mining focuses on the discovery and explanation stages of knowledge acquisition Analyzing massive amounts of data to uncover hidden trends, patterns, and relationships; to form computer models to simulate and explain the findings; and to use such models to support business decision making

