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# BUSINESS INTELLIGENCE FOR BETTER BUSINESS

CHRISTINE GARDNER  
COLORADO STATE UNIVERSITY GLOBAL  
COURSE CODE: MIS 480  
ORENTHIO GOODWIN  
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# PRESENTATION OVERVIEW

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- GENERAL CHALLENGES OF THE INDUSTRY
- BUSINESS INTELLIGENCE INSIGHTS – SOLUTIONS
- TABLEAU
- DATA EXAMPLES
- ROOM TO GROW





# GENERAL CHALLENGES OF ECOMMERCE INDUSTRY





# CHALLENGES

# VOLUME

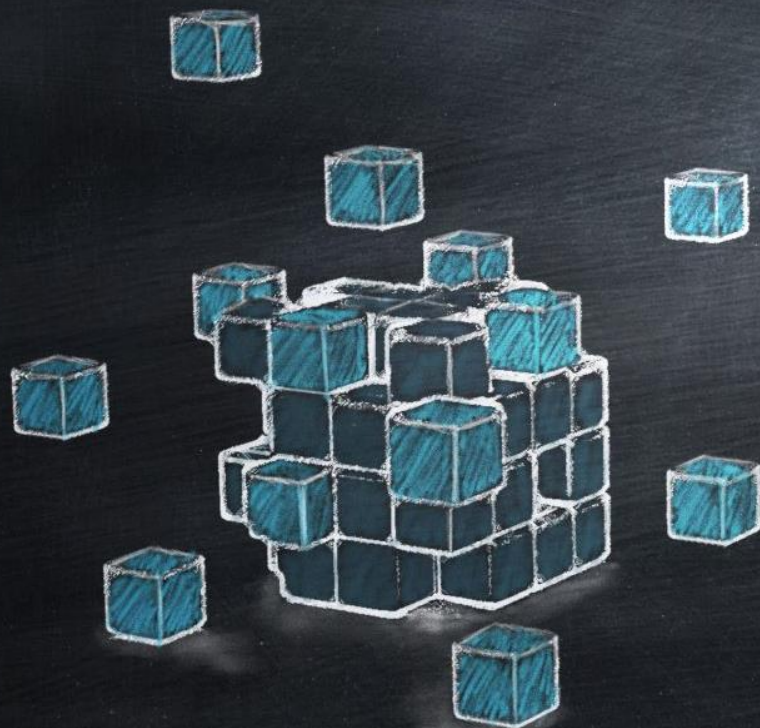




# CHALLENGES

# SPEED





# QUALITY





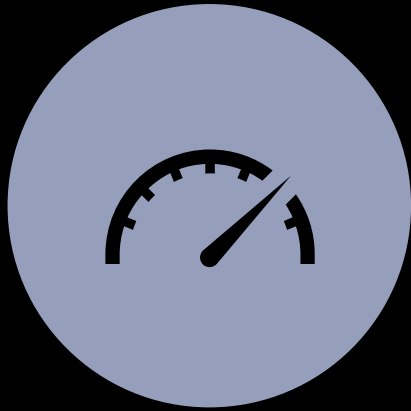


## BUSINESS INTELLIGENCE INSIGHTS – SOLUTIONS



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# SOLUTIONS THAT BI TOOLS PROVIDE



FASTER INSIGHTS



SCALABLE



QUALITY  
ASSURANCE

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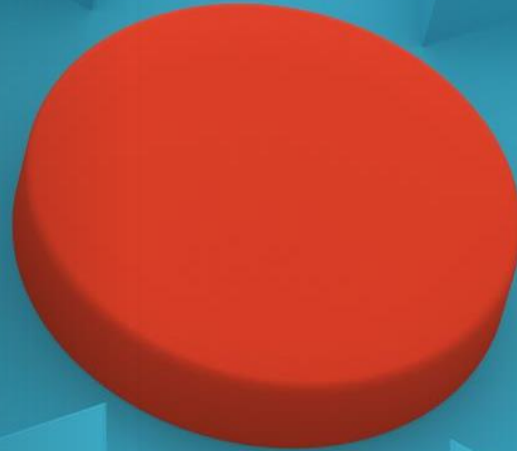


# TABLEAU



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# TABLEAU – FASTER INSIGHTS





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# TABLEAU – SCALABILITY



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# TABLEAU – DATA QUALITY





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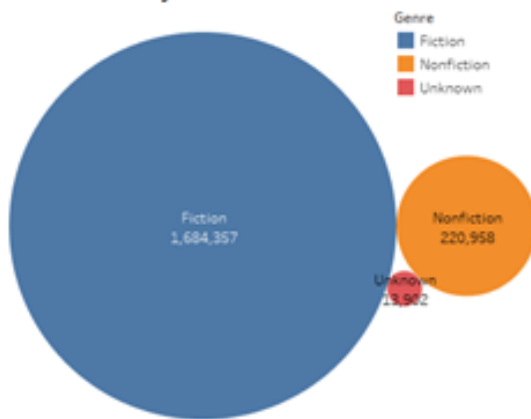
# DATA EXAMPLES



# DATA-EXAMPLES



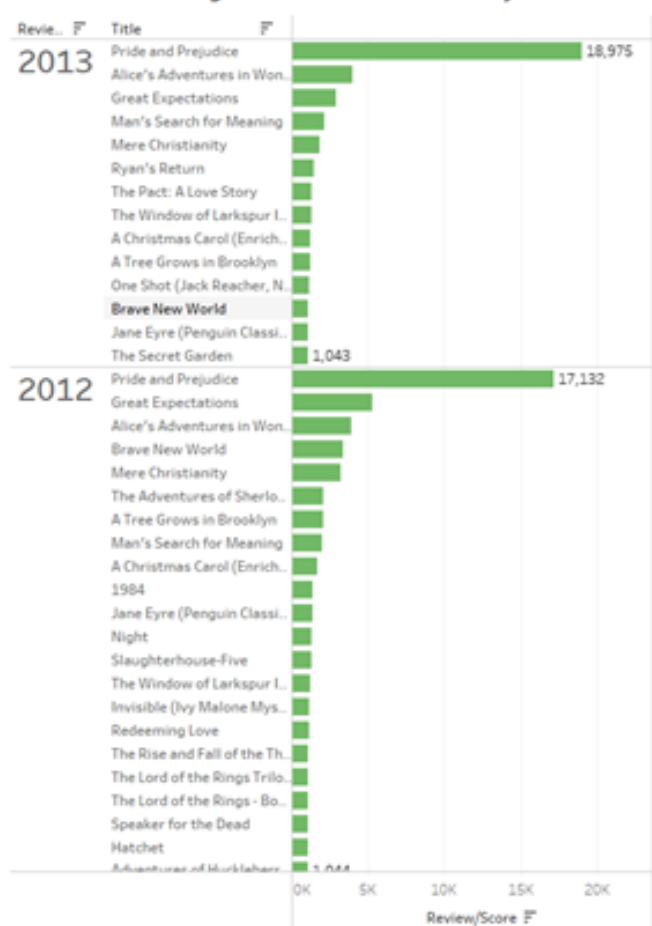
Gross Sales by Genre



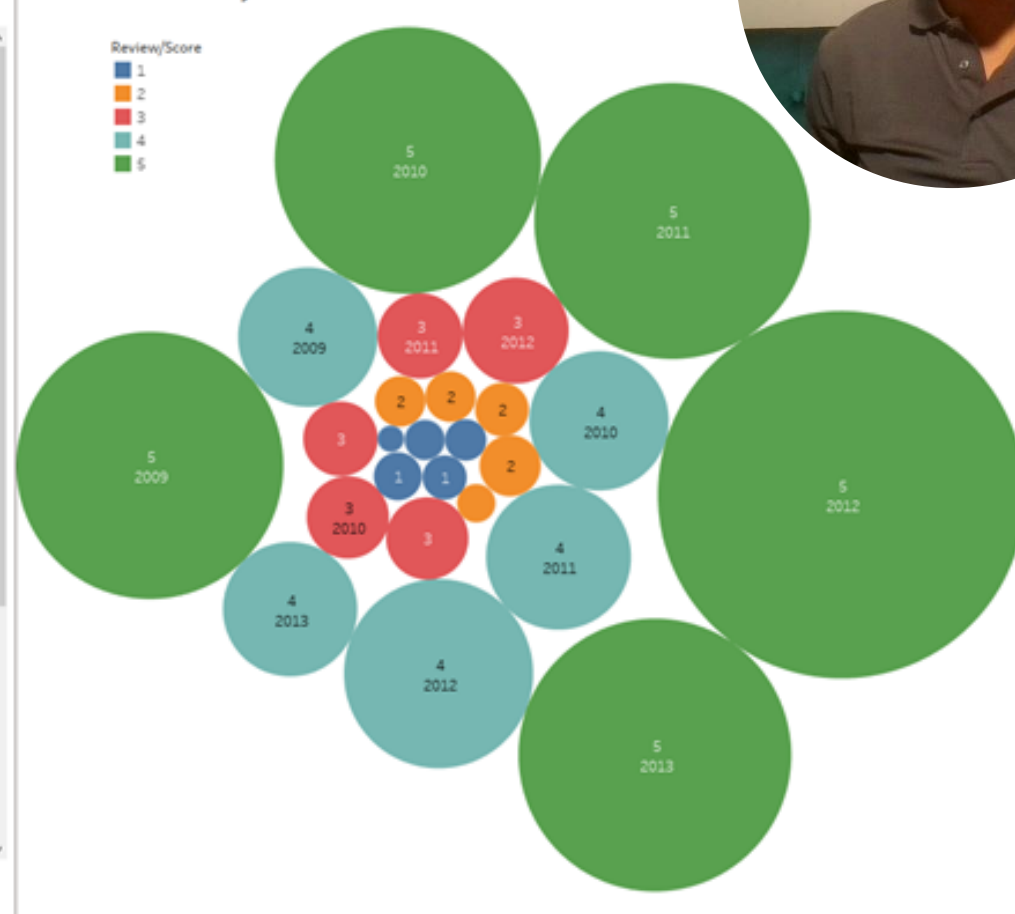
Review Score Sum by Year

Review/Score	Review/Time Full Data				
	2009	2010	2011	2012	2013
1	3,972	4,203	4,795	5,651	1,708
2	6,470	6,250	7,086	9,182	3,628
3	16,410	16,596	17,781	27,474	13,614
4	47,688	47,520	51,412	87,540	44,160
5	174,395	173,490	186,060	329,820	182,005

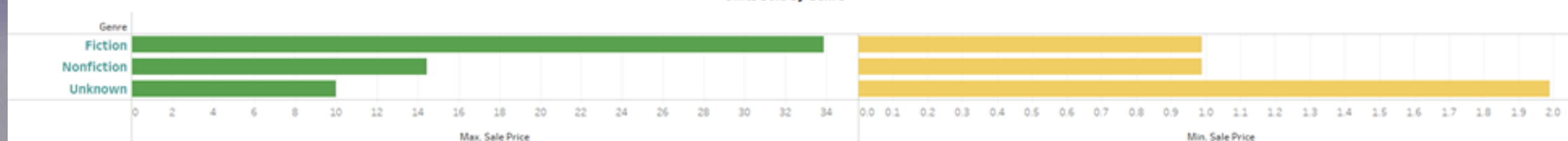
Books with the Highest Total Review Score by Year



Review Score Sum by Year Bubble

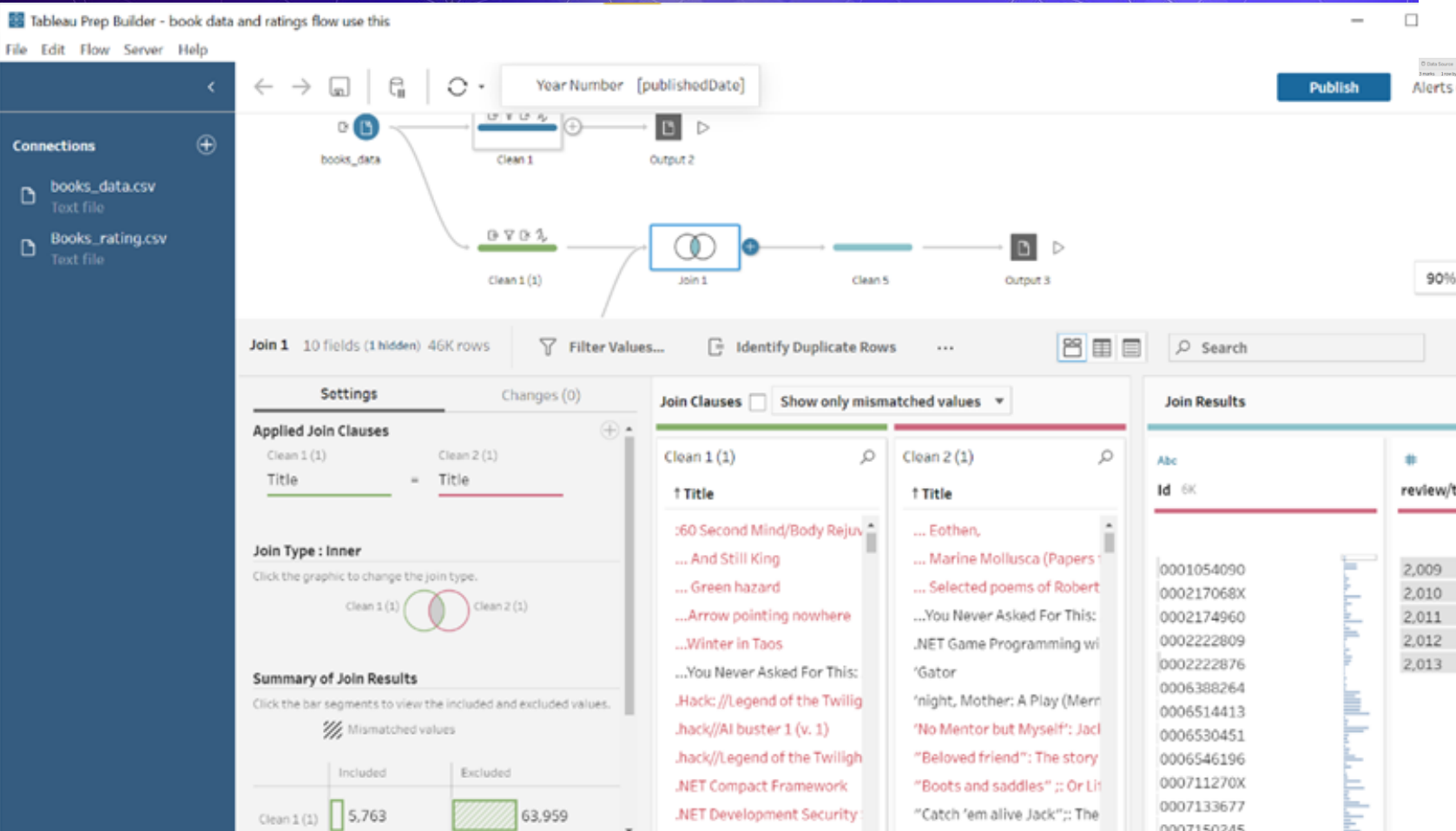
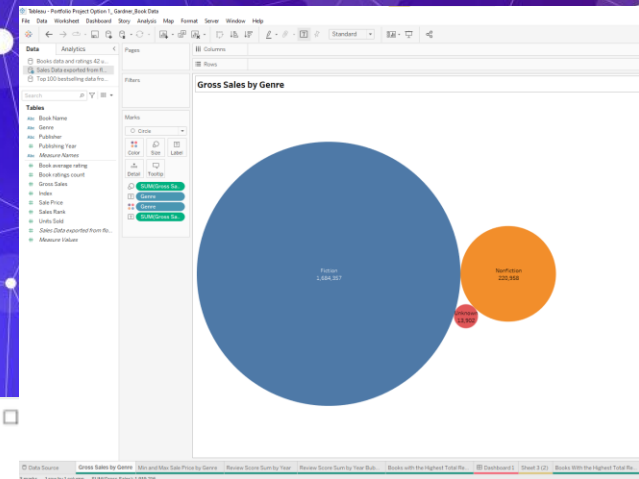


Units Sold by Genre





# DATA - EXAMPLES



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# ROOM TO GROW





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# CONCLUSION

Name \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_



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# THANK YOU





# SOURCES

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- **Segal**, T. (n.d.). Who are Amazon's (AMZN) main competitors? Investopedia. <https://www.investopedia.com/ask/answers/120314/who-are-amazons-amzn-main-competitors.asp>
- **US About Amazon**. (2020, September 18). Who we are: Amazon. US About Amazon. <https://www.aboutamazon.com/about-us#:~:text=Amazon%20is%20guided%20by%20four,Earth's%20safest%20place%20to%20work.> First beautifully designed product that's both stylish and functional

