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Createspace, United States, 2015. Paperback. Book Condition: New. 254 x 178 mm. Language: Spanish . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Podemos definir la Inteligencia de negocio o BI (Business Intelligence) como el conjunto de estrategias enfocadas a la administracion y creacion de conocimiento sobre el medio, a traves del analisis de los datos existentes en una organizacion o empresa. El termino inteligencia de negocio se refiere al uso de datos en una empresa para facilitar la toma de decisiones. Abarca tanto la comprension del funcionamiento actual de la empresa, como la anticipacion de acontecimientos futuros, con el objetivo de ofrecer conocimientos para respaldar las decisiones empresariales. Estamos asi ante el proceso de extraccion del conocimiento o KDD. Las herramientas de inteligencia de negocios se basan en la utilizacion de un sistema de informacion de inteligencia que se forma con distintos datos extraidos de los datos de produccion, con informacion relacionada con la empresa o sus ambitos y con datos economicos. Mediante las herramientas y tecnicas ELT (extraer, cargar y transformar), o actualmente ETL (extraer, transformar y cargar) se extraen los datos de distintas fuentes, se depuran y preparan (homogeneizacion de los datos) para luego cargarlos en un almacen de datos. La vida o el periodo de exito de un software de inteligencia de negocios dependera unicamente del exito de su uso en beneficio de la empresa. Si esta empresa es capaz de incrementar su nivel financiero, administrativo y sus decisiones mejoran la actuacion de la empresa, el software de inteligencia de negocios seguira presente mucho tiempo, en caso contrario sera sustituido por otro que aporte mejores y mas precisos resultados. Asimismo, las herramientas de inteligencia analitica posibilitan el modelado de las representaciones basadas en consultas para crear un cuadro de mando integral que sirve de base para la...

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