



## Data Analysis with Microsoft Access 2010: From Simple Queries to Business Intelligence

By Larry Rockoff

Cengage Learning, Inc. Paperback. Book Condition: new. BRAND NEW, Data Analysis with Microsoft Access 2010: From Simple Queries to Business Intelligence, Larry Rockoff, Rather than emphasizing the mechanics, forms or report modules within Microsoft Access, "Data Analysis With Microsoft Access 2010: From Simple Queries to Business Intelligence" focuses on data retrieval and how you can transform data into structures useful for a true understanding of the data. The author broadens the concept of data analysis to encompass Business Intelligence (BI) concepts. To help you most effectively utilize Access, the book focuses on the GUI (graphical user interface) that Microsoft Access uses to create queries. You examine underlying SQL concepts as they relate to Access queries. The book also emphasizes tables, while coverage of forms, reports and macros is addressed only briefly in an optional appendix. You also become familiar with various approaches to data analysis as you learn how Access relates to other tools, such as Microsoft Excel.



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