

Business Intelligence A Managerial Perspective On Analytics

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BUSINESS INTELLIGENCE A MANAGERIAL PERSPECTIVE ON ANALYTICS Ramesh Sharda Oklahoma State University Dursun Delen Oklahoma State University Efraim Turban University of ...

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Authorized adaptation from the United States edition, entitled Business Intelligence, Analytics, and Data Science: A Managerial Perspective, 4th edition, ISBN 978-0-13-463328-2, by Ramesh Sharda, ...

EJM Scanning for competitive intelligence: a managerial ...

intelligence: a managerial perspective Tianjiao Qiu Marketing Department, College of Business Administration, California State University, Long Beach, California, USA Abstract Purpose - The ...

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of decision support and Business Intelligence that will help them acquire adequate knowledge for performance of their business function The paper will categorize concepts into technical and ...

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Business Intelligence and Data Warehousing Husni Lab Riset JTIF UTM Source: Ramesh Sharda, Dursun Delen, and Efraim Turban (2017), Business Intelligence, Analytics, and Data Science: A ...

Business Intelligence, 2e (Turban/Sharda/Delen/King ...

13) There are many metaware tools that business users can use to access data stored in the data repositories, including data mining, reporting tools, and data visualization Answer: FALSE Diff: 1 ...

Descriptive Analytics I: Nature of Data, Statistical 2

In the age of Big Data and business analytics in which we are living, the importance of data is undeniable The newly coined phrases like “data is the oil,” “data is the CHAPTER 2 Business Intelligence ...

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