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# Read Book Qlikview 9 Manual

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## QlikView for Finance

*Packt Publishing Ltd Concoct dynamic business intelligence dashboards for financial analysis with QlikView About This Book Get accustomed to QlikView features for effective data analysis and visualization in Finance Employ the Memory data store, which refreshes data in real time, providing a faster response to business financial information A step-by step guide to using Qlikview features such as key performance indicators, interactive charts, and tables for financial analysis Who This Book Is For If you are a finance professional with basic knowledge of QlikView functions and wish to increase your knowledge of QlikView to apply it in the field of finance, then this book is for you. A good knowledge of financial aspects is an must-have. What You Will Learn Design Key Performance Indicators and extend your revenue ratio reporting Set up actions within a Text Object and create variables to make a chart toggle between visible and not visible Merge data from multiple sources to get more asset management options Examine good and bad practices in dashboard design and create a Group button to make more data available in less space Analyse the sales dashboard by adding tending lines and forecasting Create input boxes and use the input in formulas to perform "What If" analysis Examine the Key Performance Indicator (KPI) and Inventory Turnover, and investigate the usefulness of Pivot Create a QlikView analysis document and add data to it to gain deep insights In Detail This book is an effective step-by-step tutoring guide for financial analysis using Qlikview. It begins by teaching you the crucial concepts of Qlikview Finance to help you develop an effective understanding of financial data analysis and finance. The book then goes on to cover real-world, practical examples on the use of Qlikview for financial planning and analysis, expense management, risk management, and more. Moving on, topics such as Asset Management QlikView Dashboard and Retail Sales Analysis are covered in a strategic way. We then shift the focus to deal with the concepts of Inventory, Supply Chain, and Plant Coverage Dashboards. The book then reaches its conclusion by dealing with ways to share your QlikView insights. By the end of this book, you will have a good understanding of how to use Qlikview for numerous applications in finance. Style and approach This book is designed to explore what can be done in QlikView to facilitate Financial Analysis. It follows a step-by-step approach and each chapter has easy-to-follow, hands-on examples of*

important concepts.

## Mastering QlikView

Packt Publishing Ltd *If you are a business application developer or a system analyst who has learned QlikView and Qlik Sense and now want to take your learning to a higher level, then this book is for you. It is assumed that you are aware of the fundamentals of QlikView and have working knowledge of development and in-memory analytics.*

## QlikView 11 for Developers

Packt Publishing Ltd *It will be a step-by-step tutorial that will discuss best practices. The book is structured in such a way that it can be read both from start to end or can be dipped into. If you are a developer who is looking to learn a fast and easy way to learn to develop your business intelligence apps with QlikView, then this book is for you. If you are a power-user in a QlikView environment, then you will find quicker ways of working with QlikView. You should know the basics of business intelligence before you pick up this book. This book covers QlikView Desktop Personal Edition. Deployments to QlikView Server/Publisher are out of scope for this book.*

## Implementing Qlik Sense

## Design, Develop, and Validate BI solutions for consultants

Packt Publishing Ltd *Become a full-fledged Qlik Sense Consultant with the help of this unique guide About This Book Become a successful Qlik consultant with the help of this insightful guide Build what is in line as well as exceeding your customer's expectations from your Qlik Sense solutions using this highly practical guide Build result-driven optimized BI solutions using Qlik with the help of industry examples Who This Book Is For If you have basic familiarity with Qlik Sense and want to upgrade your skills to become a full-fledged Qlik Consultant, this book is for you. With this book, you will be able to create efficient business intelligence solutions that would fetch client satisfaction, and in turn, more projects. What You Will Learn Understand the importance and expectations of a consultant's role Engage with the customer to understand their goals and future objectives Design the optimum architecture, using the best practices for the development and implementation of your projects Ensure successful adoption using real-life examples to make your learning complete Learn about the important stages of a Qlik project's life cycle In Detail Qlik Sense is a leading platform for business intelligence (BI) solutions. Qlik Sense helps organizations in making informed decisions based on the data they have. This book will teach you how to effectively use Qlik for optimum customer satisfaction. You will undergo a metamorphosis from a developer to a consultant who*

*is capable of building the most suitable BI solutions for your clients. The book will take you through several business cases – this will give you enough insight to understand the needs of the client clearly and build a BI solution that meets or exceeds their expectations. Starting from the pre-project activities, you will go to the actual execution of the project, the implementation, and even maintenance. This book will give you all the information you need - from the strategy to requirement gathering to implementing BI solutions using Qlik Sense. The book will empower you to take the right decisions in tricky and difficult situations while developing analytics and dashboards. Style and approach This book will be a hands-on guide that will teach you all the what-to-do's, when-to-do's, and how-to-do's for becoming a successful Qlik Sense Consultant. With the help of various business scenarios, the book will cover real-world problems that you can relate to. Various solutions in the book will be backed up by the thought process of why are these solutions used and how you can implement them in your own business environment.*

## Qlik Sense for Beginners

TechStuff Books Want to learn Qlik Sense? Do you want to learn the next generation of data visualization software called Qlik Sense? Start to explore your data with personalized visualizations... Business intelligence has changed a lot in recent years and Qlik have provided a revolutionary product to meet these changes head on. Qlik Sense will allow you to create dynamic dashboards to explore data in ways you didn't think were possible. You will be able to analyse your data so you can make informed decisions that help you reach your goals. With the book 'Qlik Sense for Beginners' you'll discover a step-by-step concise approach to learning Qlik Sense. Inside this book you'll discover: How to get started with Qlik Sense from installation to creating your first app. How to read different data sources such as Excel, Access Data or simply text files into your app. How to create various charts and tables in Qlik Sense for example bar, gauges, line, combo, treemaps and scatter plots. How to manage the data in your Qlik Sense app. After the basics you'll learn: Development Tips – such as migrating from QlikView to Qlik Sense. Development Techniques - for example subroutines, external scripts and crosstables. Advanced Functions such as Class, Intervalmatch, Dual and more. Set analysis and Inner Joins QVDs and Incremental loads Bookmarks Storytelling Qlik Sense Extensions And much more... Start learning today and take the understanding of your data to the next level. [www.techstuffbooks.com](http://www.techstuffbooks.com)

## QlikView Your Business

## An Expert Guide to Business

# Discovery with QlikView and Qlik Sense

*John Wiley & Sons Unlock the meaning of your data with QlikView The Qlik platform was designed to provide a fast and easy data analytics tool, and QlikView Your Business is your detailed, full-color, step-by-step guide to understanding Qlikview's powerful features and techniques so you can quickly start unlocking your data's potential. This expert author team brings real-world insight together with practical business analytics, so you can approach, explore, and solve business intelligence problems using the robust Qlik toolset and clearly communicate your results to stakeholders using powerful visualization features in QlikView and Qlik Sense. This book starts at the basic level and dives deep into the most advanced QlikView techniques, delivering tangible value and knowledge to new users and experienced developers alike. As an added benefit, every topic presented is enhanced with tips, tricks, and insightful recommendations that the authors accumulated through years of developing QlikView analytics. This is the book for you: If you are a developer whose job is to load transactional data into Qlik BI environment, and who needs to understand both the basics and the most advanced techniques of Qlik data modelling and scripting If you are a data analyst whose job is to develop actionable and insightful QlikView visualizations to share within your organization If you are a project manager or business person, who wants to get a better understanding of the Qlik Business Intelligence platform and its capabilities What You Will Learn: The book covers three common business scenarios - Sales, Profitability, and Inventory Analysis. Each scenario contains four chapters, covering the four main disciplines of business analytics: Business Case, Data Modeling, Scripting, and Visualizations. The material is organized by increasing levels of complexity. Following our comprehensive tutorial, you will learn simple and advanced QlikView and Qlik Sense concepts, including the following: Data Modeling: Transforming Transactional data into Dimensional models Building a Star Schema Linking multiple fact tables using Link Tables Combing multiple tables into a single fact able using Concatenated Fact models Managing slowly changing dimensions Advanced date handling, using the As of Date table Calculating running balances Basic and Advanced Scripting: How to use the Data Load Script language for implementing data modeling techniques How to build and use the QVD data layer Building a multi-tier data architectures Using variables, loops, subroutines, and other script control statements Advanced scripting techniques for a variety of ETL solutions Building Insightful Visualizations in QlikView: Introduction into QlikView sheet objects — List Boxes, Text Objects, Charts, and more Designing insightful Dashboards in QlikView Using advanced calculation techniques, such as Set Analysis and Advanced Aggregation Using variables for What-If Analysis, as well as using variables for storing calculations, colors, and selection filters Advanced visualization techniques - normalized and non-normalized Mekko charts, Waterfall charts, Whale Tail charts, and more Building Insightful Visualizations in Qlik Sense: Introducing Qlik Sense - how it is different from QlikView and what is similar? Creating Sense sheet objects Building and using the Library of*

*Master Items Exploring Qlik Sense unique features — Storytelling, Geo Mapping, and using Extensions Whether you are just starting out with QlikView or are ready to dive deeper, QlikView Your Business is your comprehensive guide to sharpening your QlikView skills and unleashing the power of QlikView in your organization.*

## QlikView Unlocked

*Packt Publishing Ltd Unlock more than 50 amazing tips and tricks to enhance your QlikView skills About This Book Learn QlikView development best practices from the experts Discover valuable tips, tricks, and undocumented features A fast-paced guide with techniques and best practices to optimize high-performance, robust, and scalable applications Who This Book Is For QlikView Unlocked is intended for anyone with at least some experience in designing, developing, or supporting QlikView applications. Whether you are new to QlikView or are a seasoned developer, there is something for everyone in this book. What You Will Learn Build the QlikView environment correctly so that it is flexible and robust Deliver a successful QlikView project Understand and implement QlikView best practices Discover the best way to prototype, develop, and deploy applications Overcome data modeling challenges Explore the in's and out's of Section Access Solve post-deployment issues in Server and Publisher In Detail QlikView is considered as one of the most used tool for Business Intelligence (BI). An efficient BI tool should provide five important capabilities for effective data analysis—collection (gathering important information), reporting, analysis (the ability to interact with data), visualization (the presentation of data), and discovery (exploring data). QlikView offers all these necessary skills required to deal with big data in real-world scenarios. QlikView Unlocked will provide you with new insights to get the very best from QlikView. This book will help you to develop skills to work with data efficiently. We will cover all the secrets of unleashing the full power of QlikView, which will enable you to make better use of the tool and create better results for future projects. In the course of this book, we will walk you through techniques and best practices that will enable you to be more productive. You will gain quick insights into the tool with the help of short steps called "keys," which will help you discover new features of QlikView. Moving on you will learn new techniques for data visualization, scripting, data modeling, and more. This book will then cover best practices to help you establish an efficient system with improved performance. We will also teach you some tricks that will help you speed up development processes, monitor data with dashboards, and so on. By the end of this book, you will have gained beneficial tips, tricks, and techniques to enhance the overall experience of working with QlikView. Style and approach Written in a fairly informal style, this is a book that can be read cover-to-cover or simply used as a "how-to" reference. Using real-world examples with clear explanations, code samples, and screenshots, you will be able understand each topic fully. You will be able to apply the knowledge gained to your QlikView projects.*

# Qlik Sense(r) Cookbook

Packt Publishing Over 80 step-by-step recipes to tackle the everyday challenges faced by Qlik Sense® developers

**About This Book**

- Create dynamic dashboards for business intelligence
- Discover the techniques and practices for Qlik Sense®
- Delve into a broad range of topics covering the Qlik Sense® backend and the all-important user interface

**Who This Book Is For** The book is for everybody who have been exposed to Qlik Sense® and want to start using it actively for business intelligence. Anybody with prior knowledge of its sister product, QlikView, will also benefit from this book. Familiarity with the basics of business intelligence is a prerequisite.

**What You Will Learn**

- Source, load, preview, and distribute your organization's information
- Maximize the effect of visualizations for different types of data
- Get to grips with the new visualization functions and add bespoke features not covered in the standard options
- Leverage scripting tools, techniques, and best practices that once implemented, never stop adding value
- Make your user interface more advanced and intuitive with various custom objects and indicators
- Explore various tips and tricks of navigation for the Qlik Sense® frontend
- Develop creative extensions for your Qlik Sense® dashboard

**In Detail** This book is an excellent guide for all aspiring Qlik Sense® developers. It will take you through the basics, right through to the use of more advanced functions. With the recipes in this book, you will be empowered to create fully featured desktop applications in Qlik Sense®. Starting with a quick refresher on obtaining data from data files and databases, this book moves on to the more refined features of Qlik Sense®, including visualization, scripting, and set analysis. The tips and tricks provided will help you to overcome challenging situations while developing your applications in Qlik Sense®. This and more will help you to deliver engaging dashboards and reports efficiently. By the end of the book, you will be an expert user of Qlik Sense® and will be able to use its features effectively for business intelligence in an enterprise environment.

**Style and approach** This book is the perfect mix of essential theory combined with real-life examples, with clear explanations of sophisticated Qlik Sense® concepts. Each recipe begins with a task-based problem and the answers are provided in simple steps. This book follows an intuitive problem and solution approach that is easy to follow.

## QlikView Server and Publisher

Packt Publishing Ltd This is a comprehensive guide with a step-by-step approach that enables you to host and manage servers using QlikView Server and QlikView Publisher. If you are a server administrator wanting to learn about how to deploy QlikView Server for server management, analysis and testing, and QlikView Publisher for publishing of business content then this is the perfect book for you. No prior experience with QlikView is expected.

# QlikView for Developers Cookbook

Packt Publishing Ltd The recipes in this Cookbook provide a concise yet practical guide on how to become an excellent QlikView developer. The book begins with intermediate level recipes and then moves on to more complex recipes in an incremental manner. This book is for anyone who has either attended QlikView Developer training or has taught themselves QlikView from books or online sources. You might be working for a QlikView customer, partner, or even QlikView themselves (or want to!) and want to improve your QlikView skills.

## Practical Qlikview

Mark ODonovan <http://www.techstuffybooks.com> What does QlikView actually do? Although QlikView is becoming more and more popular and even being requested in job advertisements many people might wonder what QlikView actually does. With QlikView you can : -Analyse data in sources such as Excel Spreadsheets, Databases, or text files. -Combine data easily from a variety of sources. -Create charts from your data. -Search through your data very quickly, explore your data easily which can help you make decisions or may just confirm what you thought. QlikView is part of a category of software called 'Business Intelligence'. This is not to say that it cannot be used by people in their everyday lives. This book will cover examples of how you can use QlikView at home or in business. Why should I buy this book? This book will: - Teach you how to create QlikView documents from scratch in easy to understand steps with plenty of screenshots. -Explain how to get data into a QlikView document from a variety of sources such as Excel, text files and databases. -Show you how to create various charts and tables (such as pivot tables) in QlikView. Once you have covered the basics what do you do then? This book provides examples of how you can apply QlikView to do something useful and practical such as analysing computer performance, information from a sql server database or tracking your spending habits. We also provide tips to help in the development of QlikView documents. Finally we look at more advanced topics in QlikView and discuss how to can take the knowledge you have gained further to improve your future whether it is monitoring your own spending or to start using QlikView in your job. The examples in this book use QlikView version 11.

## Moody's OTC Industrial Manual

Companies traded over the counter or on regional conferences.

## Trino: The Definitive Guide

"O'Reilly Media, Inc." Perform fast interactive analytics against different data sources using the Trino high-performance distributed SQL query engine. With this practical guide, you'll learn how to conduct analytics on data where it lives, whether it's Hive, Cassandra, a relational database, or a proprietary data store. Analysts, software engineers, and production engineers will learn how to manage, use, and even

*develop with Trino. Initially developed by Facebook, open source Trino is now used by Netflix, Airbnb, LinkedIn, Twitter, Uber, and many other companies. Matt Fuller, Manfred Moser, and Martin Traverso show you how a single Trino query can combine data from multiple sources to allow for analytics across your entire organization. Get started: Explore Trino's use cases and learn about tools that will help you connect to Trino and query data Go deeper: Learn Trino's internal workings, including how to connect to and query data sources with support for SQL statements, operators, functions, and more Put Trino in production: Secure Trino, monitor workloads, tune queries, and connect more applications; learn how other organizations apply Trino*

## Business Analytics

### Progress on Applications in Asia Pacific

*World Scientific Technological advances in the last five years have allowed organizations to use Business Analytics to provide insights, increase understanding and it is hoped, gain the elusive 'competitive edge'. The rapid development of Business Analytics is impacting all enterprise competences profoundly and classical business professions are being redefined by a much deeper interplay between business and information systems. As computing capabilities for analysis has moved outside the IT glass-house and into the sphere of individual workers, they are no longer the exclusive domain of IT professionals but rather accessible to all employees. Complex open-source data analytics packages and client-level visualization tools deployed in desktops and laptops equip virtually any end-user with the instruments to carry out significant analytical tasks. All the while, the drive to improve 'customer experience' has heightened the demand for data involving customers, providers and entire ecosystems. In response to the proliferation of Business Analytics, a new Center and Masters of Science Program was introduced at the National University of Singapore (NUS). The Center collaborates with over 40 different external partner organizations in Asia-Pacific with which all MSBA students undertake individual projects. Business Analytics: Progress on Applications in Asia Pacific provides a useful picture of the maturity of the Business Analytics domain in Asia Pacific.*

## Technology, Sustainability and Educational Innovation (TSIE)

*Springer Nature This book presents the proceedings of International Conference on Knowledge Society: Technology, Sustainability and Educational Innovation (TSIE 2019). The conference, which was held at UTN in Ibarra, Ecuador, on 3-5 July 2019, allowed participants and speakers to share their research and findings on emerging and innovative global issues. The conference was organized in collaboration with a*

number of research groups: Group for the Scientific Research Network (e-CIER); Research Group in Educational Innovation and Technology, University of Salamanca, Spain(GITE-USAL); International Research Group for Heritage and Sustainability (GIIPS), and the Social Science Research Group (GICS). In addition, it had the endorsement of the RedCLARA, e-science, Fidal Foundation, Red CEDIA, IEEE, Microsoft, Business IT, Adobe, and Argo Systems. The term “knowledge society” can be understood as the management, understanding and co-creation of knowledge oriented toward the sustainable development and positive transformation of society. In this context and on the occasion of the XXXIII anniversary of the Universidad Técnica del Norte (UTN), the Postgraduate Institute through its Master of Technology and Educational Innovation held the I International Congress on Knowledge Society: Technology, Sustainability and Educational Innovation – TSIE 2019, which brought together educators, researchers, academics, students, managers, and professionals, from both the public and private sectors to share knowledge and technological developments. The book covers the following topics: 1. curriculum, technology and educational innovation; 2. media and education; 3. applied computing; 4. educational robotics. 5. technology, culture, heritage, and tourism development perspectives; and 6. biodiversity and sustainability.

## Qlik Sense Cookbook

# Over 80 recipes on data analytics to solve business intelligence challenges, 2nd Edition

Packt Publishing Ltd Create dynamic dashboards to perform interactive analytics for business intelligence operations Key Features Explore newly added features in Qlik Sense Discover best practices to work with data using Qlik Sense Learn to implement advanced functions for better data insight Book Description Qlik Sense allows you to explore simple and complex data to reveal hidden insight and data relationships that help you make quality decisions for overall productivity. An expert Qlik Sense user can use its features for business intelligence in an enterprise environment effectively. Qlik Sense Cookbook is an excellent guide for all aspiring Qlik Sense developers and will empower you to create featured desktop applications to obtain daily insights at work. This book takes you through the basics and advanced functions of Qlik Sense February 2018 release. You'll start with a quick refresher on obtaining data from data files and databases, and move on to some more refined features including visualization, and scripting, as well as managing apps and user interfaces. You will then understand how to work with advanced functions like set analysis and set expressions. As you make your way through this book, you will uncover newly added features in Qlik Sense such as new visualizations, label expressions and colors for dimension and measures. By the end of this book, you will

*have explored various visualization extensions to create your own interactive dashboard with the required tips and tricks. This will help you overcome challenging situations while developing your applications in Qlik Sense. What you will learn Source, preview, and distribute your data through interactive dashboards Explore and work with the latest visualization functions Learn how to write and use script subroutines Make your UI advanced and intuitive with custom objects and indicators Use visualization extensions for your Qlik Sense dashboard Work with Aggr and learn to use it within set analysis Who this book is for Qlik Sense Cookbook is for data and BI analysts who want to become well versed with Qlik Sense to apply business intelligence in data. If you are a beginner in data analytics and want to adopt an independent recipe-based approach to learn the required concepts and services in detail, this book is ideal! Individuals with prior knowledge of its sister product, QlikView, will also benefit from this book. Familiarity with the basics of business intelligence is a prerequisite.*

## Artificial Intelligence and Sustainable Computing for Smart City

First International Conference, AIS2C2 2021, Greater Noida, India, March 22–23, 2021, Revised Selected Papers

*Springer Nature This book constitutes selected and revised papers of the First International Conference on Artificial Intelligence and Sustainable Computing for Smart City, AIS2C2 2021, held in Greater Noida, India, in March 2021. Due to the COVID-19 pandemic the conference was held online. The 17 full papers and 3 short papers included were thoroughly reviewed and selected from 204 submissions. They are organized in the following topical sections: sentimental and emotions analysis for smart cities; smart specialization strategies for smart cities; security in smart cities; advances applications for future smart cities; healthcare in smart cities; machine learning applications in smart cities.*

## QlikView for Developers

*Packt Publishing Ltd Drive value and insight by developing business critical applications with QlikView 12 About This Book Develop your own scalable and*

*maintainable QlikView applications Learn time-saving techniques for making your QlikView development more efficient A one-stop guide to developing BI applications with QlikView Who This Book Is For This book is for anyone interested in working with QlikView or who has attended QlikView Developer training. The book caters for all QlikView developers, beginners and experts alike, and anyone who wants to improve their QlikView skills. What You Will Learn Understand important changes made in QlikView 12 Learn the techniques and best practices to transform data in QlikView via scripts Load data from disparate sources to build an associative Data Model Build robust data models and overcome common modeling challenges Designing data visualization objects to present performance measures with charts and tables Learn to use dimensions and expressions in QlikView objects Utilize QlikView's built-in aggregation functions to achieve complex calculations Create Point In Time reporting and achieving complex calculations using Set Analysis Create a consistent and interactive user interface Ensure your QlikView applications and data are protected Optimize the QlikView Data Model Constructing a data architecture that supports scalable QlikView deployments Learn time-saving techniques for making your QlikView development more efficient In Detail QlikView is one of the most flexible and powerful Business Intelligence platforms around. If you want to build data into your organization, build it around QlikView. Don't get caught in the gap between data and knowledge - find out how QlikView can help you unlock insights and data potential with ease. Whether you're new to QlikView or want to get up to speed with the features and functionality of QlikView, this book starts at a basic level and delves more deeply to demonstrate how to make QlikView work for you, and make it meet the needs of your organization. Using a real-world use-case to highlight the extensive impact of effective business analytics, this book might well be your silver bullet for success. A superb hands-on guide to get you started by exploring the fundamentals of QlikView before learning how to successfully implement it, technically and strategically. You'll learn valuable tips, tricks, and insightful information on loading different types of data into QlikView, and how to model it effectively. You will also learn how to write useful scripts for QlikView to handle potentially complex data transformations in a way that is simple and elegant. From ensuring consistency and clarity in your data models, to techniques for managing expressions using variables, this book makes sure that your QlikView projects are organized in a way that's most productive for you and key stakeholders. Style and approach This book will help you learn QlikView Development from a basic to a practitioner level using a step-by-step approach. It is smartly built around a practical case study - HighCloud Airlines - to help you gain an in-depth understanding of how to build applications for Business Intelligence using QlikView.*

## The Impact of the 4th Industrial Revolution on Engineering

# Education

## Proceedings of the 22nd International Conference on Interactive Collaborative Learning (ICL2019) – Volume 2

Springer Nature *This book gathers papers presented at the 22nd International Conference on Interactive Collaborative Learning (ICL2019), which was held in Bangkok, Thailand, from 25 to 27 September 2019. Covering various fields of e-learning and distance learning, course and curriculum development, knowledge management and learning, real-world learning experiences, evaluation and outcomes assessment, computer-aided language learning, vocational education development and technical teacher training, the contributions focus on innovative ways in which higher education can respond to the real-world challenges related to the current transformation in the development of education. Since it was established, in 1998, the ICL conference has been devoted to new approaches in learning with a focus on collaborative learning. Today, it is a forum for sharing trends and research findings as well as presenting practical experiences in learning and engineering pedagogy. The book appeals to policymakers, academics, educators, researchers in pedagogy and learning theory, school teachers, and other professionals in the learning industry, and further and continuing education.*

## Introducing Data Science

### Big data, machine learning, and more, using Python tools

Simon and Schuster *Summary Introducing Data Science teaches you how to accomplish the fundamental tasks that occupy data scientists. Using the Python language and common Python libraries, you'll experience firsthand the challenges of dealing with data at scale and gain a solid foundation in data science. Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications. About the Technology Many companies need developers with data science skills to work on projects ranging from social media marketing to machine learning. Discovering what you need to learn to begin a career as a data scientist can seem bewildering. This book is designed to help you get started. About the Book Introducing Data Science* *Introducing Data Science explains vital data science*

*concepts and teaches you how to accomplish the fundamental tasks that occupy data scientists. You'll explore data visualization, graph databases, the use of NoSQL, and the data science process. You'll use the Python language and common Python libraries as you experience firsthand the challenges of dealing with data at scale. Discover how Python allows you to gain insights from data sets so big that they need to be stored on multiple machines, or from data moving so quickly that no single machine can handle it. This book gives you hands-on experience with the most popular Python data science libraries, Scikit-learn and StatsModels. After reading this book, you'll have the solid foundation you need to start a career in data science. What's Inside Handling large data Introduction to machine learning Using Python to work with data Writing data science algorithms About the Reader This book assumes you're comfortable reading code in Python or a similar language, such as C, Ruby, or JavaScript. No prior experience with data science is required. About the Authors Davy Cielen, Arno D. B. Meysman, and Mohamed Ali are the founders and managing partners of Optimately and Maiton, where they focus on developing data science projects and solutions in various sectors. Table of Contents Data science in a big data world The data science process Machine learning Handling large data on a single computer First steps in big data Join the NoSQL movement The rise of graph databases Text mining and text analytics Data visualization to the end user*

## Being with Data

# The Dashboarding of Everyday Life

John Wiley & Sons *Once the rarified stuff of scientists and statisticians, data are now at the heart of our global digital economy, transforming everything from how we perceive the value of a professional athlete to the intelligence gathering activities of governments. We are told that the right data can turn an election, help predict crime, improve our businesses, our health and our capacity to make decisions. Beginning with a simple question - how do most people encounter and experience data? - Nathaniel Tkacz sets out on a path at odds with much of the contemporary discussion about data. When we encounter data, he contends, it is often in highly routinised ways, through formatted displays and for specific cognitive tasks. What data are and can do is largely a matter of how they are formatted. To understand our 'datafied' societies, we need to turn our attention to data's formats and the powers of formatting. This book offers an account of one such format: the dashboard. From their first appearance with the horse and carriage, Tkacz guides readers on the historical development of this format. Through analyses of car dashboards, early managerial dashboards, and the gradual emergence of dashboards as a computer display technology, Tkacz shows how today's digital dashboards came to be, and how their cultural history conditions the present. Highly original and wide-ranging, this book will change how you think about data.*

# Site Reliability Engineering

## How Google Runs Production Systems

*"O'Reilly Media, Inc." The overwhelming majority of a software system's lifespan is spent in use, not in design or implementation. So, why does conventional wisdom insist that software engineers focus primarily on the design and development of large-scale computing systems? In this collection of essays and articles, key members of Google's Site Reliability Team explain how and why their commitment to the entire lifecycle has enabled the company to successfully build, deploy, monitor, and maintain some of the largest software systems in the world. You'll learn the principles and practices that enable Google engineers to make systems more scalable, reliable, and efficient—lessons directly applicable to your organization. This book is divided into four sections: Introduction—Learn what site reliability engineering is and why it differs from conventional IT industry practices Principles—Examine the patterns, behaviors, and areas of concern that influence the work of a site reliability engineer (SRE) Practices—Understand the theory and practice of an SRE's day-to-day work: building and operating large distributed computing systems Management—Explore Google's best practices for training, communication, and meetings that your organization can use*

# The Enterprise Big Data Lake

## Delivering the Promise of Big Data and Data Science

*"O'Reilly Media, Inc." The data lake is a daring new approach for harnessing the power of big data technology and providing convenient self-service capabilities. But is it right for your company? This book is based on discussions with practitioners and executives from more than a hundred organizations, ranging from data-driven companies such as Google, LinkedIn, and Facebook, to governments and traditional corporate enterprises. You'll learn what a data lake is, why enterprises need one, and how to build one successfully with the best practices in this book. Alex Gorelik, CTO and founder of Waterline Data, explains why old systems and processes can no longer support data needs in the enterprise. Then, in a collection of essays about data lake implementation, you'll examine data lake initiatives, analytic projects, experiences, and best practices from data experts working in various industries. Get a succinct introduction to data warehousing, big data, and data science Learn various paths enterprises take to build a data lake Explore how to build a self-service model and best practices for providing analysts access to the data Use different*

*methods for architecting your data lake Discover ways to implement a data lake from experts in different industries*

## Beginning Apache Pig

## Big Data Processing Made Easy

Apress *Learn to use Apache Pig to develop lightweight big data applications easily and quickly. This book shows you many optimization techniques and covers every context where Pig is used in big data analytics. Beginning Apache Pig shows you how Pig is easy to learn and requires relatively little time to develop big data applications. The book is divided into four parts: the complete features of Apache Pig; integration with other tools; how to solve complex business problems; and optimization of tools. You'll discover topics such as MapReduce and why it cannot meet every business need; the features of Pig Latin such as data types for each load, store, joins, groups, and ordering; how Pig workflows can be created; submitting Pig jobs using Hue; and working with Oozie. You'll also see how to extend the framework by writing UDFs and custom load, store, and filter functions. Finally you'll cover different optimization techniques such as gathering statistics about a Pig script, joining strategies, parallelism, and the role of data formats in good performance.*

**What You Will Learn**• Use all the features of Apache Pig• Integrate Apache Pig with other tools• Extend Apache Pig• Optimize Pig Latin code• Solve different use cases for Pig Latin

**Who This Book Is For** All levels of IT professionals: architects, big data enthusiasts, engineers, developers, and big data administrators

## Convergence of Blockchain, AI, and IoT

## Concepts and Challenges

CRC Press *Convergence of Blockchain, AI, and IoT: Concepts and Challenges discusses the convergence of three powerful technologies that play into the digital revolution and blur the lines between biological, digital, and physical objects. This book covers novel algorithms, solutions for addressing issues in applications, security, authentication, and privacy. The book provides an overview of the clinical scientific research enabling smart diagnosis equipment through AI. It presents the role these technologies play in augmented reality and blockchain, covers digital currency managed with bitcoin, and discusses deep learning and how it can enhance human thoughts and behaviors. Targeted audiences range from those interested in the technical revolution of blockchain, big data and the Internet of Things, to research scholars and the professional market.*

# The Unified Star Schema: An Agile and Resilient Approach to Data Warehouse and Analytics Design

*Technics Publications Master the most agile and resilient design for building analytics applications: the Unified Star Schema (USS) approach. The USS has many benefits over traditional dimensional modeling. Witness the power of the USS as a single star schema that serves as a foundation for all present and future business requirements of your organization. Data warehouse legend Bill Inmon and business intelligence innovator, Francesco Puppini, explain step-by-step why the Unified Star Schema is the recommended approach for business intelligence designs today, and show through many examples how to build and use this new solution. This book contains two parts. Part I, Architecture, explains the benefits of data marts and data warehouses, covering how organizations progressed to their current state of analytics, and to the challenges that result from current business intelligence architectures. Chapter 1 covers the drivers behind and the characteristics of the data warehouse and data mart. Chapter 2 introduces dimensional modeling concepts, including fact tables, dimensions, star joins, and snowflakes. Chapter 3 recalls the evolution of the data mart. Chapter 4 explains Extract, Transform, and Load (ETL), and the value ETL brings to reporting. Chapter 5 explores the Integrated Data Mart Approach, and Chapter 6 explains how to monitor this environment. Chapter 7 describes the different types of metadata within the data warehouse environment. Chapter 8 progresses through the evolution to our current modern data warehouse environment. Part II, the Unified Star Schema, covers the Unified Star Schema (USS) approach and how it solves the challenges introduced in Part I. There are eight chapters within Part II: · Chapter 9, Introduction to the Unified Star Schema: Learn about its architecture and use cases, as well as how the USS approach differs from the traditional approach. · Chapter 10, Loss of Data: Learn about the loss of data and the USS Bridge. Understand that the USS approach does not create any join, and for this reason, it has no loss of data. · Chapter 11, The Fan Trap: Get introduced to the Oriented Data Model convention, and learn the dangers of a fan trap through an example. Differentiate join and association, and realize that an “in-memory association” is the preferred solution to the fan trap. · Chapter 12, The Chasm Trap: Become familiar with the Cartesian product, and then follow along with an example based on LinkedIn, which illustrates that a chasm trap produces unwanted duplicates. See that the USS Bridge is based on a union, which does not create any duplicates. · Chapter 13, Multi-Fact Queries: Distinguish between multiple facts “with direct connection” versus multiple facts “with no direct connection”. Explore how BI tools are capable of building aggregated virtual rows. · Chapter 14, Loops: Learn more about loops and five traditional techniques to solve them. Follow along with an implementation, which will illustrate the solution based on the USS approach. · Chapter 15, Non-Conformed Granularities: Learn about non-conformed granularities,*

and learn that the Unified Star Schema introduces a solution called “re-normalization”. · Chapter 16, Northwind Case Study. Witness how easy it is to detect the pitfalls of Northwind using the ODM convention. Follow along with an implementation of the USS approach on the Northwind database with various BI tools.

## Advanced Splunk

Packt Publishing Ltd Master the art of getting the maximum out of your machine data using Splunk About This Book A practical and comprehensive guide to the advanced functions of Splunk,, including the new features of Splunk 6.3 Develop and manage your own Splunk apps for greater insight from your machine data Full coverage of high-level Splunk techniques including advanced searches, manipulations, and visualization Who This Book Is For This book is for Splunk developers looking to learn advanced strategies to deal with big data from an enterprise architectural perspective. It is expected that readers have a basic understanding and knowledge of using Splunk Enterprise. What You Will Learn Find out how to develop and manage apps in Splunk Work with important search commands to perform data analytics on uploaded data Create visualizations in Splunk Explore tweaking Splunk Integrate Splunk with any pre-existing application to perform data crunching efficiently and in real time Make your big data speak with analytics and visualizations using Splunk Use SDK and Enterprise integration with tools such as R and Tableau In Detail Master the power of Splunk and learn the advanced strategies to get the most out of your machine data with this practical advanced guide. Make sense of the hidden data of your organization – the insight of your servers, devices, logs, traffic and clouds. Advanced Splunk shows you how. Dive deep into Splunk to find the most efficient solution to your data problems. Create the robust Splunk solutions you need to make informed decisions in big data machine analytics. From visualizations to enterprise integration, this well-organized high level guide has everything you need for Splunk mastery. Start with a complete overview of all the new features and advantages of the latest version of Splunk and the Splunk Environment. Go hands on with uploading data, search commands for basic and advanced analytics, advanced visualization techniques, and dashboard customizing. Discover how to tweak Splunk to your needs, and get a complete on Enterprise Integration of Splunk with various analytics and visualization tools. Finally, discover how to set up and use all the new features of the latest version of Splunk. Style and approach This book follows a step by step approach. Every new concept is built on top of its previous chapter, and it is full of examples and practical scenarios to help the reader experiment as they read.

## SAP BusinessObjects Dashboards

## 4.1 Cookbook

Packt Publishing Ltd *If you are a developer with a good command and knowledge of creating dashboards, but are not yet an advanced user of SAP BusinessObjects Dashboards, then this is the perfect book for you. Prerequisites include a good working knowledge of Microsoft Excel as well as knowledge of basic dashboard practices.*

## Marketing and Smart Technologies

### Proceedings of ICMarkTech 2021, Volume 1

Springer Nature *This book includes selected papers presented at the International Conference on Marketing and Technologies (ICMarkTech 2021), held at University of La Laguna, Tenerife, Spain, during December 2–4, 2021. It covers up-to-date cutting-edge research on artificial intelligence applied in marketing, virtual and augmented reality in marketing, business intelligence databases and marketing, data mining and big data, marketing data science, web marketing, e-commerce and v-commerce, social media and networking, geomarketing and IoT, marketing automation and inbound marketing, machine learning applied to marketing, customer data management and CRM, and neuromarketing technologies.*

## Practical Business Intelligence

Packt Publishing Ltd *Learn to get the most out of your business data to optimize your business About This Book This book will enable and empower you to break free of the shackles of spreadsheets Learn to make informed decisions using the data at hand with this highly practical, comprehensive guide This book includes real-world use cases that teach you how analytics can be put to work to optimize your business Using a fictional transactional dataset in raw form, you'll work your way up to ultimately creating a fully-functional warehouse and a fleshed-out BI platform Who This Book Is For This book is for anyone who has wrangled with data to try to perform automated data analysis through visualizations for themselves or their customers. This highly-customized guide is for developers who know a bit about analytics but don't know how to make use of it in the field of business intelligence. What You Will Learn Create a BI environment that enables self-service reporting Understand SQL and the aggregation of data Develop a data model suitable for analytical reporting Connect a data warehouse to the analytic reporting tools Understand the specific benefits behind visualizations with D3.js, R, Tableau, QlikView, and Python Get to know the best practices to develop various reports and applications when using BI tools Explore the field of data analysis with all the data we will use for reporting In Detail Business Intelligence (BI) is at the crux of revolutionizing enterprise. Everyone*

wants to minimize losses and maximize profits. Thanks to Big Data and improved methodologies to analyze data, Data Analysts and Data Scientists are increasingly using data to make informed decisions. Just knowing how to analyze data is not enough, you need to start thinking how to use data as a business asset and then perform the right analysis to build an insightful BI solution. Efficient BI strives to achieve the automation of data for ease of reporting and analysis. Through this book, you will develop the ability to think along the right lines and use more than one tool to perform analysis depending on the needs of your business. We start off by preparing you for data analytics. We then move on to teach you a range of techniques to fetch important information from various databases, which can be used to optimize your business. The book aims to provide a full end-to-end solution for an environment setup that can help you make informed business decisions and deliver efficient and automated BI solutions to any company. It is a complete guide for implementing Business intelligence with the help of the most powerful tools like D3.js, R, Tableau, Qlikview and Python that are available on the market. Style and approach Packed with real-world examples, this pragmatic guide helps you polish your data and make informed decisions for your business. We cover both business and data analysis perspectives, blending theory and practical hands-on work so that you perceive data as a business asset.

## The Analytics Lifecycle Toolkit

### A Practical Guide for an Effective Analytics Capability

John Wiley & Sons An evidence-based organizational framework for exceptional analytics team results The Analytics Lifecycle Toolkit provides managers with a practical manual for integrating data management and analytic technologies into their organization. Author Gregory Nelson has encountered hundreds of unique perspectives on analytics optimization from across industries; over the years, successful strategies have proven to share certain practices, skillsets, expertise, and structural traits. In this book, he details the concepts, people and processes that contribute to exemplary results, and shares an organizational framework for analytics team functions and roles. By merging analytic culture with data and technology strategies, this framework creates understanding for analytics leaders and a toolbox for practitioners. Focused on team effectiveness and the design thinking surrounding product creation, the framework is illustrated by real-world case studies to show how effective analytics team leadership works on the ground. Tools and templates include best practices for process improvement, workforce enablement, and leadership support, while guidance includes both conceptual discussion of the analytics life cycle and detailed process descriptions. Readers will be equipped to: Master fundamental concepts and practices of the analytics life cycle Understand the knowledge domains and best practices for each stage Delve into the details of analytical team processes and process optimization Utilize a

*robust toolkit designed to support analytic team effectiveness The analytics life cycle includes a diverse set of considerations involving the people, processes, culture, data, and technology, and managers needing stellar analytics performance must understand their unique role in the process of winnowing the big picture down to meaningful action. The Analytics Lifecycle Toolkit provides expert perspective and much-needed insight to managers, while providing practitioners with a new set of tools for optimizing results.*

## Python Tutorial

### Release 3. 6. 6rc1

Createspace Independent Publishing Platform Python is an easy to learn, powerful programming language. It has efficient high-level data structures and a simple but effective approach to object-oriented programming. Python's elegant syntax and dynamic typing, together with its interpreted nature, make it an ideal language for scripting and rapid application development in many areas on most platforms. The Python interpreter and the extensive standard library are freely available in source or binary form for all major platforms from the Python Web site, <https://www.python.org/>, and may be freely distributed. The same site also contains distributions of and pointers to many free third party Python modules, programs and tools, and additional documentation. The Python interpreter is easily extended with new functions and data types implemented in C or C++ (or other languages callable from C). Python is also suitable as an extension language for customizable applications. This tutorial introduces the reader informally to the basic concepts and features of the python language and system. It helps to have a Python interpreter handy for hands-on experience, but all examples are self contained, so the tutorial can be read off-line as well. For a description of standard objects and modules, see [library-index](#). [reference-index](#) gives a more formal definition of the language. To write extensions in C or C++, read [extending-index](#) and [c-api-index](#). There are also several books covering Python in depth. This tutorial does not attempt to be comprehensive and cover every single feature, or even every commonly used feature. Instead, it introduces many of Python's most noteworthy features, and will give you a good idea of the language's flavor and style. After reading it, you will be able to read and write Python modules and programs, and you will be ready to learn more about the various Python library modules described in [library-index](#). The [Glossary](#) is also worth going through.

## Microsoft SQL Server 2008 R2

### Master Data Services

McGraw Hill Professional *Best Practices for Deploying and Managing Master Data Services (MDS) Effectively manage master data and drive better decision making across your enterprise with detailed instruction from two MDS experts. Microsoft SQL*

*Server 2008 R2 Master Data Services Implementation & Administration shows you how to use MDS to centralize the management of key data within your organization. Find out how to build an MDS model, establish hierarchies, govern data access, and enforce business rules. Legacy system integration and security are also covered. Real-world programming examples illustrate the material presented in this comprehensive guide. Create a process-agnostic solution for managing your business domains Learn how to take advantage of the data modeling capabilities of MDS Manage hierarchies and consolidations across your organization Import data by using SQL Server Integration Services and T-SQL statements Ensure data accuracy and completeness by using business rules and versioning Employ role-based security at functional, object, and attribute levels Design export views and publish data to subscribing systems Use Web services to programmatically interact with your implementation*

## Python for Excel

*"O'Reilly Media, Inc." While Excel remains ubiquitous in the business world, recent Microsoft feedback forums are full of requests to include Python as an Excel scripting language. In fact, it's the top feature requested. What makes this combination so compelling? In this hands-on guide, Felix Zumstein--creator of xlwings, a popular open source package for automating Excel with Python--shows experienced Excel users how to integrate these two worlds efficiently. Excel has added quite a few new capabilities over the past couple of years, but its automation language, VBA, stopped evolving a long time ago. Many Excel power users have already adopted Python for daily automation tasks. This guide gets you started. Use Python without extensive programming knowledge Get started with modern tools, including Jupyter notebooks and Visual Studio code Use pandas to acquire, clean, and analyze data and replace typical Excel calculations Automate tedious tasks like consolidation of Excel workbooks and production of Excel reports Use xlwings to build interactive Excel tools that use Python as a calculation engine Connect Excel to databases and CSV files and fetch data from the internet using Python code Use Python as a single tool to replace VBA, Power Query, and Power Pivot*

## R for Everyone

## Advanced Analytics and Graphics

*Addison-Wesley Professional Statistical Computation for Programmers, Scientists, Quants, Excel Users, and Other Professionals Using the open source R language, you can build powerful statistical models to answer many of your most challenging questions. R has traditionally been difficult for non-statisticians to learn, and most R books assume far too much knowledge to be of help. R for Everyone, Second Edition, is the solution. Drawing on his unsurpassed experience teaching new users, professional data scientist Jared P. Lander has written the perfect tutorial for anyone new to statistical programming and modeling. Organized to make learning easy and*

*intuitive, this guide focuses on the 20 percent of R functionality you'll need to accomplish 80 percent of modern data tasks. Lander's self-contained chapters start with the absolute basics, offering extensive hands-on practice and sample code. You'll download and install R; navigate and use the R environment; master basic program control, data import, manipulation, and visualization; and walk through several essential tests. Then, building on this foundation, you'll construct several complete models, both linear and nonlinear, and use some data mining techniques. After all this you'll make your code reproducible with LaTeX, RMarkdown, and Shiny. By the time you're done, you won't just know how to write R programs, you'll be ready to tackle the statistical problems you care about most. Coverage includes*

- Explore R, RStudio, and R packages*
- Use R for math: variable types, vectors, calling functions, and more*
- Exploit data structures, including data.frames, matrices, and lists*
- Read many different types of data*
- Create attractive, intuitive statistical graphics*
- Write user-defined functions*
- Control program flow with if, ifelse, and complex checks*
- Improve program efficiency with group manipulations*
- Combine and reshape multiple datasets*
- Manipulate strings using R's facilities and regular expressions*
- Create normal, binomial, and Poisson probability distributions*
- Build linear, generalized linear, and nonlinear models*
- Program basic statistics: mean, standard deviation, and t-tests*
- Train machine learning models*
- Assess the quality of models and variable selection*
- Prevent overfitting and perform variable selection, using the Elastic Net and Bayesian methods*
- Analyze univariate and multivariate time series data*
- Group data via K-means and hierarchical clustering*
- Prepare reports, slideshows, and web pages with knitr*
- Display interactive data with RMarkdown and htmlwidgets*
- Implement dashboards with Shiny*
- Build reusable R packages with devtools and Rcpp*

*Register your product at [informit.com/register](http://informit.com/register) for convenient access to downloads, updates, and corrections as they become available.*

## Data Science and Big Data Analytics

### Discovering, Analyzing, Visualizing and Presenting Data

*John Wiley & Sons Data Science and Big Data Analytics is about harnessing the power of data for new insights. The book covers the breadth of activities and methods and tools that Data Scientists use. The content focuses on concepts, principles and practical applications that are applicable to any industry and technology environment, and the learning is supported and explained with examples that you can replicate using open-source software. This book will help you: Become a contributor on a data science team Deploy a structured lifecycle approach to data analytics problems Apply appropriate analytic techniques and tools to analyzing big data Learn how to tell a compelling story with data to drive business action Prepare*

for EMC Proven Professional Data Science Certification Corresponding data sets are available from the book's page at Wiley which you can find on the Wiley site by searching for the ISBN 9781118876138. Get started discovering, analyzing, visualizing, and presenting data in a meaningful way today!

## Mastering Machine Learning with Python in Six Steps

### A Practical Implementation Guide to Predictive Data Analytics Using Python

*Apress Explore fundamental to advanced Python 3 topics in six steps, all designed to make you a worthy practitioner. This updated version's approach is based on the "six degrees of separation" theory, which states that everyone and everything is a maximum of six steps away and presents each topic in two parts: theoretical concepts and practical implementation using suitable Python 3 packages. You'll start with the fundamentals of Python 3 programming language, machine learning history, evolution, and the system development frameworks. Key data mining/analysis concepts, such as exploratory analysis, feature dimension reduction, regressions, time series forecasting and their efficient implementation in Scikit-learn are covered as well. You'll also learn commonly used model diagnostic and tuning techniques. These include optimal probability cutoff point for class creation, variance, bias, bagging, boosting, ensemble voting, grid search, random search, Bayesian optimization, and the noise reduction technique for IoT data. Finally, you'll review advanced text mining techniques, recommender systems, neural networks, deep learning, reinforcement learning techniques and their implementation. All the code presented in the book will be available in the form of iPython notebooks to enable you to try out these examples and extend them to your advantage. What You'll Learn Understand machine learning development and frameworks Assess model diagnosis and tuning in machine learning Examine text mining, natural language processing (NLP), and recommender systems Review reinforcement learning and CNN Who This Book Is For Python developers, data engineers, and machine learning engineers looking to expand their knowledge or career into machine learning area.*

## Pro Power BI Desktop

*Apress Deliver eye-catching Business Intelligence with Microsoft Power BI Desktop. This new edition has been updated to cover all the latest features, including combo charts, Cartesian charts, trend lines, use of gauges, and more. Also covered are Top-N features, the ability to bin data into groupings and chart the groupings, and new*

techniques for detecting and handling outlier data points. You can take data from virtually any source and use it to produce stunning dashboards and compelling reports that will seize your audience's attention. Slice and dice the data with remarkable ease and then add metrics and KPIs to project the insights that create your competitive advantage. Make raw data into clear, accurate, and interactive information with Microsoft's free self-service business intelligence tool. Pro Power BI Desktop shows you how to choose from a wide range of built-in and third-party visualization types so that your message is always enhanced. You'll be able to deliver those results on the PC, tablets, and smartphones, as well as share results via the cloud. This book helps you save time by preparing the underlying data correctly without needing an IT department to prepare it for you. What You'll Learn Deliver attention-grabbing information, turning data into insight Mash up data from multiple sources into a cleansed and coherent data model Create dashboards that help in monitoring key performance indicators of your business Build interdependent charts, maps, and tables to deliver visually stunning information Share business intelligence in the cloud without involving IT Deliver visually stunning and interactive charts, maps, and tables Find new insights as you chop and tweak your data as never before Adapt delivery to mobile devices such as phones and tablets Who This Book Is For Everyone from CEOs and Business Intelligence developers to power users and IT managers

## Data Visualization Made Simple

### Insights into Becoming Visual

*Routledge Data Visualization Made Simple is a practical guide to the fundamentals, strategies, and real-world cases for data visualization, an essential skill required in today's information-rich world. With foundations rooted in statistics, psychology, and computer science, data visualization offers practitioners in almost every field a coherent way to share findings from original research, big data, learning analytics, and more. In nine appealing chapters, the book: examines the role of data graphics in decision-making, sharing information, sparking discussions, and inspiring future research; scrutinizes data graphics, deliberates on the messages they convey, and looks at options for design visualization; and includes cases and interviews to provide a contemporary view of how data graphics are used by professionals across industries Both novices and seasoned designers in education, business, and other areas can use this book's effective, linear process to develop data visualization literacy and promote exploratory, inquiry-based approaches to visualization problems.*

## Tableau Dashboards

# Step by Step Guide to Developing Visualizations in Tableau 9. 2

*Book provides step by step guidance to developing dashboards in Tableau. Book works with 3 data sources and comes with 20+ sample dashboards. Download instructions to download data sources and sample workbooks are provided with the book. Want to kick start development in Tableau? Want to brush up Tableau concepts? New to Tableau and want to grasp all the key concepts? If you answered YES to the above questions then this book is for you.*