

Mastering Business Intelligence with MicroStrategy

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Using real-world BI scenarios, this book helps you to implement Business Analytics solutions in big e-commerce companies. It kicks off with MicroStrategy 10's features and then covers schema design models and techniques. Building upon your existing knowledge, the book will teach you advanced techniques for building documents and dashboards. It also teaches various graphical techniques to present data for analysis using maps, graphs, and advanced charts. Although MicroStrategy has rich functionality, the book will show how to customize it in order to meet your business requirements.

Furthermore, the book will focus on MicroStrategy Mobile Analytics along with data discovery and desktop capabilities such as connecting various data sources and building interactive dashboards. Lastly, you will learn to use Hadoop for MicroStrategy reporting.

Who this book is written for

This book is intended for BI, DWH, and ETL developers, BI, DWH, and Analytics managers, analysts, and business users who already have MicroStrategy in their organization and want to take it to the next level in order to increase performance and improve user experience. In addition, it helps the reader to migrate from MicroStrategy 9 to MicroStrategy 10 and to start using the new functionality.



What you will learn from this book

- Explore various visualization techniques for presenting analyzed data
- Customize MicroStrategy in order to meet your business requirements
- Develop and design mobile dashboards
- Use advanced techniques such as designing reports, documents, and interactive dashboards
- Understand the concepts of data discovery and Desktop capabilities
- Explore the best practices for MicroStrategy system administration
- Find and fix issues based on connections, environments, and documents
- Integrate third-party ESRI map tools with MicroStrategy to create geo-based reports

\$ 59.99 US
£ 40.99 UK

ISBN 978-1-78588-440-5



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