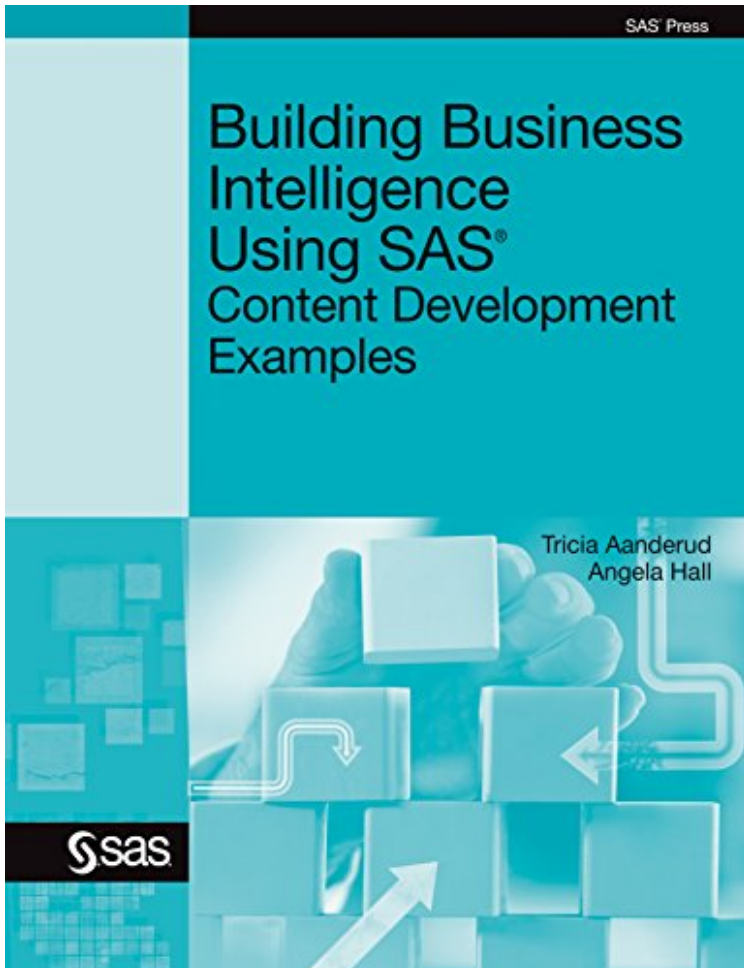


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Building Business Intelligence Using SAS: Content Development Examples



*Par Tricia Aanderud, Angela Hall
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Description :

Prsentation de l'diteurBusiness intelligence (BI) software provides an interface for multiple audiences to dissect, discover, and decide what the data means. These reporting tools make dynamic information available to all users, giving everyone the ability to manipulate results and further understand the business. There is significant power in reducing the data gatekeeper role in your organization so that each person can quickly interact with data and uncover additional value. SAS offers a BI solution that provides mechanisms to reach every level of the organization. Each tool in this solution provides a different amount of complexity and functionality to aid a broad deployment. Building Business Intelligence Using SAS: Content Development Examples, by Tricia Aanderud and Angela Hall, clarifies how you can fully leverage each SAS BI solution component to ensure a successful implementation. Focusing on the SAS BI Clients, the authors provide a quick-start guide loaded with examples and tips that will help users move quickly from using only one of the SAS BI Clients to using a significant portion of the system. So if you are a SAS BI or

SAS Enterprise BI user, but you aren't yet using all the components of the solution, this book is the resource that you need. In addition, the tips and techniques provided in this book will prove invaluable for advanced SAS BI and SAS Enterprise BI users who are studying for SAS Certified BI Content Developer certification.

This book is part of the SAS Press program. Presentation de l'auteur Business intelligence (BI) software provides an interface for multiple audiences to dissect, discover, and decide what the data means. These reporting tools make dynamic information available to all users, giving everyone the ability to manipulate results and further understand the business. There is significant power in reducing the data gatekeeper role in your organization so that each person can quickly interact with data and uncover additional value. SAS offers a BI solution that provides mechanisms to reach every level of the organization. Each tool in this solution provides a different amount of complexity and functionality to aid a broad deployment. Building Business Intelligence Using SAS: Content Development Examples, by Tricia Aanderud and Angela Hall, clarifies how you can fully leverage each SAS BI solution component to ensure a successful implementation. Focusing on the SAS BI Clients, the authors provide a quick-start guide loaded with examples and tips that will help users move quickly from using only one of the SAS BI Clients to using a significant portion of the system. So if you are a SAS BI or SAS Enterprise BI user, but you aren't yet using all the components of the solution, this book is the resource that you need. In addition, the tips and techniques provided in this book will prove invaluable for advanced SAS BI and SAS Enterprise BI users who are studying for SAS Certified BI Content Developer certification. This book is part of the SAS Press program. Biographie de l'auteur Tricia Aanderud, president of And Data, Inc., provides SAS consulting services to corporations that need assistance understanding how to transform their data into meaningful charts, reports, and dashboards. She has a background in technical writing, process engineering, and customer service. Tricia has been an enthusiastic SAS user since 2002 and has presented papers at SAS Global Forum. Tricia has a BA in mass communications from Eastern Kentucky University. Angela Hall leads a team of architects at SAS Institute Inc. who implement analytic focused solutions that uncover hidden patterns to make improvements such as eliminating waste and fraud. A SAS user since 1995, Angela enjoys working with OLAP data structures and developing custom applications using stored processes. She received a BS in statistics from N.C. State University and an MBA with an emphasis in technology management from the University of Phoenix. A previous chair of the American Society of Quality's Raleigh, North Carolina, chapter, she has also co-chaired a Southeast SAS Users Group (SESUG) section and continues to present papers at SAS Global Forum conferences.