



# Business Intelligence in Plain Language: A practical guide to Data Mining and Business Analytics

By Jeremy M. Kolb



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One day a man walked into Asgard Inc. and changed the company forever. Unlike anyone who came before, he remembered and understood data as naturally as a fish swims in water. The CEO was shocked at how well the man knew the company. He started posing questions to this man. Who are my best customers? Why is this product struggling? Where is my greatest growth happening? The man answered these and more. Using his understanding of data, he identified key new markets, he discovered the best places to invest capital, and he even predicted the future. Overnight Asgard Inc. changed. Where before the CEO relied on limited information and gut feelings, now true knowledge guided his actions. The CEO took the man's hand in gratitude and asked, "Who are you?" and he replied, "I am Business Intelligence." Business Intelligence(BI) is shrouded in mystery for a lot of us but it doesn't need to stay that way. Business Intelligence in Plain Language is a systematic exploration of this complicated tool. I'll teach you about what it does, how it works, and most importantly how you can benefit from it. In this book you will learn about: Business Intelligence Data Mining Data Warehousing Data Discovery Big Data Outlier Detection Pattern Recognition Predictive Modeling Data Transformation and much more This book is your practical guide to understanding and implementing Business Intelligence.

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#### About the Author

Adjunct professor at St. Francis University and founder of National Onion Ring Day, Jeremy M. Kolb has a passion for educating people about the changing realities of our evolving world. Having studied Theology and Philosophy in Italy, and Classic Greek Literature and Psychology at Oxford University, Kolb has a unique perspective built from experience. He now works in Chicago for one of the most exciting new companies in the exploding Data Science Industry and writes to help people better understand complex subjects. website: [www.applieddatalabs.com](http://www.applieddatalabs.com) Email: [Jeremy@applieddatalabs.com](mailto:Jeremy@applieddatalabs.com)

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