



Visual Business Analytics: Effektiver Zugang zu Daten und Informationen (Edition TDWI) (German Edition)

Jörn Kohlhammer, Dirk U. Proff, Andreas Wiener

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Business-Intelligence-Lösungen sind für Unternehmen unabdingbar, um Datenmengen in vertretbarer Zeit zu analysieren und daraus resultierend Entscheidungen zu treffen.

Dieses Buch zeigt den Weg auf, wie aus Daten mittels Visualisierung entscheidungsrelevante Informationen für den Empfänger werden. Neue, interaktive und grafische Darstellungen tragen dazu bei, dass Entscheider ihr Wissen und ihre Fähigkeiten besser nutzen können, um einen echten Mehrwert für ihr Unternehmen zu generieren.

Die Autoren bieten eine fundierte Einführung in das Thema und geben einen praxisnahen Überblick über Visual Business Analytics mit seinen drei Teilgebieten: Information Design, Visual Business Intelligence und Visual Analytics. Sie erläutern anhand vieler Beispiele aus Business-Intelligence-Anwendungsszenarien, welche Darstellungsformen jeweils geeignet sind, um komplexe Zusammenhänge abzubilden, wie Unternehmen Visual Business Analytics erfolgreich nutzen können und welche zukünftigen Möglichkeiten sich durch interaktive Darstellungen ergeben.

Im Einzelnen werden behandelt:

- Visualisierung von Daten und Informationen
- Reporting und Information Design
- Diagrammtypen und -eigenschaften
- Information-Design-Richtlinien
- Visual Business Intelligence
- Interaktive Visualisierung
- Dashboard-Design
- Visual Analytics in Big-Data-Szenarien

Anwendungsbeispiele mit aktuellen Business-Intelligence-Werkzeugen im Bereich Visual Analytics und ein Blick in die Forschung runden das Buch ab.

In der Edition TDWI erscheinen Titel, die vom dpunkt.verlag gemeinsam mit dem TDWI Germany e.V. ausgewählt und konzipiert werden. Inhaltliche Schwerpunkte dieser Reihe sind Business Intelligence und Data Warehousing.

Buch-Blog:

<http://visualbablog.wordpress.com>

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