

# Supercharge Your Organization with a Powerful Business Intelligence System!

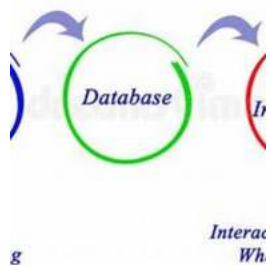
Are you looking to take your organization to the next level? Do you want to make data-driven decisions that can give you a competitive edge? Look no further! With a robust Business Intelligence (BI) system, you can transform raw data into actionable insights that can revolutionize your business operations!

## Unlock the Power of Data

As the digital world continues to evolve, organizations are generating vast amounts of data every single day. This data holds valuable information that, when analyzed correctly, can provide unique insights into various aspects of your organization, including sales and marketing, operations, customer behavior, and much more.

Business Intelligence systems are designed to help you collect, manage, and analyze this treasure trove of information. By consolidating data from multiple sources, such as your CRM, ERP, and other databases, you can gain a comprehensive view of your organization's performance, identify trends, and uncover hidden opportunities.

Business Intelligence



## Oracle Business Intelligence Enterprise Edition 12c - Second Edition: Build your organization's Business Intelligence system

by Jorge Hernández (2nd Edition, Kindle Edition)

★★★★☆ 4.1 out of 5

Language : English

File size : 93798 KB

Text-to-Speech : Enabled

Screen Reader : Supported



## **The Benefits of a Business Intelligence System**

Investing in a BI system can provide numerous benefits for your organization:

### **1. Data-Driven Decision Making**

Gone are the days of making decisions based on intuition alone. With a BI system, you can rely on concrete data and analytics to guide your strategic choices. By identifying patterns and trends in your data, you can make informed decisions that drive growth and improve overall performance.

### **2. Improved Efficiency and Productivity**

An effective BI system streamlines your organization's access to data and saves precious time by automating repetitive tasks. Through interactive dashboards and reports, you can quickly analyze information without relying on IT professionals or manual data manipulation. This empowers your employees to be more efficient, productive, and focused on value-added activities.

### **3. Enhanced Operational Visibility**

With a BI system, you can gain real-time insights into your organization's operations. By monitoring key performance indicators (KPIs) and performance metrics, you can identify bottlenecks, spot areas of improvement, and make data-backed decisions to optimize your processes. This level of visibility allows you to proactively address issues and capitalize on opportunities before they become critical.

## **4. Competitive Advantage**

A BI system can serve as a game-changer in today's highly competitive business landscape. By leveraging data analytics, you can gain a deeper understanding of your customers, market trends, and competitors. This valuable insight enables you to develop more effective marketing strategies, align your offerings with customer needs, and differentiate your business from the competition.

### **Building Your Business Intelligence System**

Now that you understand the immense benefits of a BI system, it's time to explore the steps involved in building your own.

#### **Step 1: Define Your Objectives**

Start by clearly defining your organization's objectives. What specific data-driven insights do you hope to achieve? Are you looking to enhance sales performance, improve customer satisfaction, or optimize supply chain operations? Identifying your goals will help you determine the data sources, key metrics, and types of analytics required.

#### **Step 2: Identify and Consolidate Data Sources**

Next, identify all relevant data sources within your organization. This could include CRM systems, ERP software, financial databases, social media platforms, and more. By consolidating data from these sources, you can create a centralized data repository that serves as the foundation of your BI system.

#### **Step 3: Design Your Data Architecture**

Once you have gathered your data sources, design an appropriate data architecture that aligns with your objectives. This involves creating data models,

defining data relationships, and determining how data should be stored, organized, and accessed in your BI system.

#### **Step 4: Choose the Right BI Tools**

Selecting the right BI tools is crucial for the success of your system. Consider factors such as ease of use, scalability, customization options, and integration capabilities with your existing systems. Popular BI tools include Tableau, Microsoft Power BI, and QlikView.

#### **Step 5: Implement and Test Your BI System**

Once you have chosen your BI tools, it's time to implement your system. Start by creating dashboards and reports that visualize your data. Test the system thoroughly to ensure accuracy and reliability before rolling it out to your organization.

#### **Step 6: Train and Educate Users**

To maximize the benefits of your BI system, provide comprehensive training to your users. This will help them understand how to interpret data, navigate the system, and generate meaningful insights. Encourage a data-driven culture within your organization to ensure widespread adoption and utilization.

A well-implemented Business Intelligence system can revolutionize the way your organization operates. By unlocking the power of data, you can make informed decisions, improve efficiency, enhance visibility, and gain a competitive advantage in the market. So, why wait? Start building your organization's BI system today and elevate your business to new heights!

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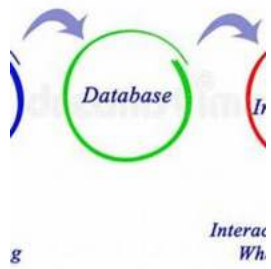
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Enhanced typesetting : Enabled

Print length : 578 pages



A comprehensive guide from Oracle experts, that will act as your single point of reference for building an Oracle BI 12c system that turns data in actionable insight.

### About This Book

- Come, start your first Oracle Business intelligence system and excel in BI with this exhaustive guide
- An all-encompassing guide for your Oracle business intelligence needs
- Learn from the self-paced professional guidance and implement Oracle business intelligence using this easy-to-follow guide by our experts

### Who This Book Is For

If your job includes working on data, improving the financial or operational performance of your organization or you are a consultant for the above, then this book is for you. If you have been placed on a business intelligence project, then this book is for you. If you are the Project Manager, Business Analyst or Data Scientist then this book is for you. If you are an end user of Oracle Business Intelligence, then this book is for you too.

Having a basic understanding of databases and the use of Business Intelligence is expected, but no knowledge of Oracle BI is required.

## **What You Will Learn**

- Install OBIEE in Windows, including how to create the underlying Weblogic Application server and the required database
- Build the BI system repository, the vital engine connecting your data to the front end of Oracle BI
- Develop effective analysis, draw out meaning from the data, and present it to end users on interactive dashboards
- Build pixel-perfect, printable reports using the embedded BI Publisher feature
- Build agents for actionable insight and enable your users to act on Business Intelligence at their desktop or on the move
- Understand the various aspects of securing the Oracle BI system, from data restrictions to whole dashboard access rights
- Get acquainted with the system management tools and methods available for the continuous improvement of your system

## **In Detail**

Oracle Business Intelligence Enterprise Edition (OBIEE) 12c is packed full of features and has a fresh approach to information presentation, system management, and security. OBIEE can help any organization to understand its data, to make useful information from data, and to ensure decision-making is supported by facts. OBIEE can focus on information that needs action, alerting users when conditions are met. OBIEE can be used for data analysis, form production, dashboarding, and workflow processes.

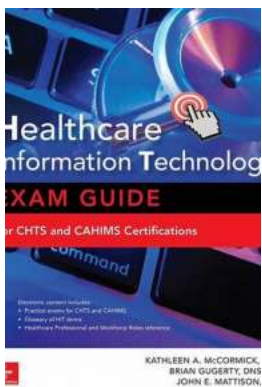
We will introduce you to OBIEE features and provide a step-by-step guide to build a complete system from scratch. With this guide, you will be equipped with a good basic understanding of what the product contains, how to install and configure it, and how to create effective Business Intelligence.

This book contains the necessary information for a beginner to create a high-performance OBIEE 12c system.

This book is also a guide that explains how to use an existing OBIEE 12c system, and shows end users how to create.

## Style and approach

This book will take you from one feature to another in a step-by-step manner and will teach how you can create effective business intelligence using Oracle Business Intelligence Enterprise Edition. You will be taught how to create BI solutions and dashboards from scratch. There will be multiple modules in the book, each module spread in chapters, that will cover one aspect of business intelligence in a systematic manner.



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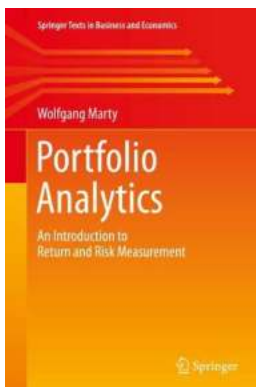
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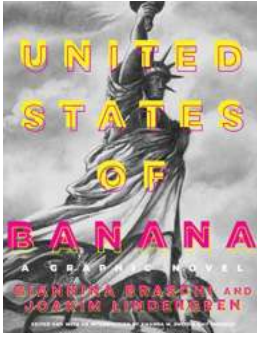
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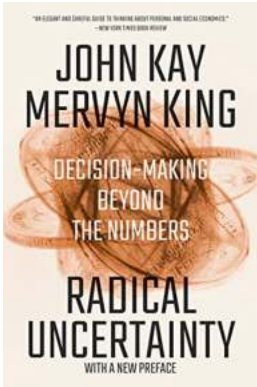
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