Pro SQL Server 2008 Analytics: Delivering Sales and Marketing Dashboards (Expert's Voice in SQL Server)

Brian Paulen, Jeff Finken

Pro SQL Server 2008 Analytics: Delivering Sales and Marketing Dashboards (Expert's Voice in SQL Server)

Brian Paulen, Jeff Finken

Pro SQL Server 2008 Analytics: Delivering Sales and Marketing Dashboards (Expert's Voice in SQL Server) Brian Paulen, Jeff Finken

Pro SQL Server 2008 Analytics provides everything you need to know to develop sophisticated and visually appealing sales and marketing dashboards using SQL Server 2008 and to integrate those dashboards with SharePoint, PerformancePoint, and other key Microsoft technologies.

The book begins by addressing the many misconceptions that surround the use of key performance indicators (KPIs) and giving a brief overview of the business intelligence (BI) and reporting tools that can be combined on the Microsoft platform to help you generate the results that you need.

The focus of the book is to help you implement a successful business intelligence project of your own. The text discusses many of the required project planning components, provides overviews and examples associated with Microsoft's BI tools, and gives detailed examples of successful dashboard implementations.

What you'll learn

- The key functional and technical components of a successful report/dashboard implementation
- What Microsoft tools are provided both within and without SQL Server 2008 to help you achieve an integrated solution
- How to determine whether your performance indicators are correct for your business and how to roll them out to your organization in an effective way

Who this book is for

This book is for entrepreneurs, technologists, and developers who want to bring clear–cut, reliable reporting into their organization. No prior experience of building analytics and reporting dashboards is required, but basic familiarity with SQL Server 2008 is assumed.

Table of Contents

1. An Overview of Analytics
2. Seven Keys to Successful Reporting Projects
3. Key Performance Indicators
4. Microsoft Platform Components for Dashboards
5. Core Components of SQL Server 2008
6. SQL Server Analysis Services
7. Performance Management
8. Implementation and Maintenance of the Integrated System
9. Case Studies
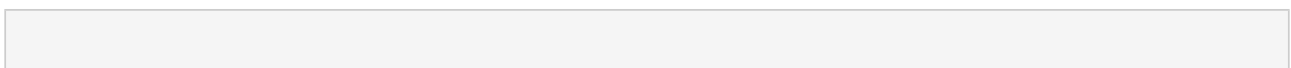
Download and Read Free Online Pro SQL Server 2008 Analytics: Delivering Sales and Marketing Dashboards (Expert's Voice in SQL Server) Brian Paulen, Jeff Finken

Download and Read Free Online Pro SQL Server 2008 Analytics: Delivering Sales and Marketing Dashboards (Expert's Voice in SQL Server) Brian Paulen, Jeff Finken

---

From reader reviews:

Stan Whitley:

This Pro SQL Server 2008 Analytics: Delivering Sales and Marketing Dashboards (Expert's Voice in SQL Server) tend to be reliable for you who want to be a successful person, why. The key reason why of this Pro SQL Server 2008 Analytics: Delivering Sales and Marketing Dashboards (Expert's Voice in SQL Server) can be among the great books you must have is usually giving you more than just simple studying food but feed you with information that might be will shock your prior knowledge. This book will be handy, you can bring it just about everywhere and whenever your conditions throughout the e-book and printed kinds. Beside that this Pro SQL Server 2008 Analytics: Delivering Sales and Marketing Dashboards (Expert's Voice in SQL Server) giving you an enormous of experience for example rich vocabulary, giving you test of critical thinking that we understand it useful in your day exercise. So , let's have it and luxuriate in reading.

Ruby Pritchett:

People live in this new time of lifestyle always try to and must have the extra time or they will get great deal of stress from both everyday life and work. So , when we ask do people have spare time, we will say absolutely of course. People is human not only a robot. Then we question again, what kind of activity are you experiencing when the spare time coming to you of course your answer will certainly unlimited right. Then do you try this one, reading ebooks. It can be your alternative within spending your spare time, often the book you have read is actually Pro SQL Server 2008 Analytics: Delivering Sales and Marketing Dashboards (Expert's Voice in SQL Server).

Celia Norton:

What is your hobby? Have you heard that will question when you got college students? We believe that that problem was given by teacher on their students. Many kinds of hobby, Everyone has different hobby. So you know that little person like reading or as reading through become their hobby. You need to understand that reading is very important and also book as to be the point. Book is important thing to include you knowledge, except your own personal teacher or lecturer. You discover good news or update in relation to something by book. Different categories of books that can you decide to try be your object. One of them is actually Pro SQL Server 2008 Analytics: Delivering Sales and Marketing Dashboards (Expert's Voice in SQL Server).

Tina West:

Many people said that they feel uninterested when they reading a guide. They are directly felt it when they get a half areas of the book. You can choose the actual book Pro SQL Server 2008 Analytics: Delivering Sales and Marketing Dashboards (Expert's Voice in SQL Server) to make your current reading is interesting. Your own personal skill of reading ability is developing when you similar to reading. Try to choose simple book to make you enjoy to learn it and mingle the sensation about book and examining especially. It is to be

1st opinion for you to like to available a book and learn it. Beside that the publication Pro SQL Server 2008 Analytics: Delivering Sales and Marketing Dashboards (Expert's Voice in SQL Server) can to be your friend when you're feel alone and confuse in what must you're doing of these time.

Download and Read Online Pro SQL Server 2008 Analytics: Delivering Sales and Marketing Dashboards (Expert's Voice in SQL Server) Brian Paulen, Jeff Finken #4U5XGJ3QWRY

Read Pro SQL Server 2008 Analytics: Delivering Sales and Marketing Dashboards (Expert's Voice in SQL Server) by Brian Paulen, Jeff Finken for online ebook

Pro SQL Server 2008 Analytics: Delivering Sales and Marketing Dashboards (Expert's Voice in SQL Server) by Brian Paulen, Jeff Finken Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Pro SQL Server 2008 Analytics: Delivering Sales and Marketing Dashboards (Expert's Voice in SQL Server) by Brian Paulen, Jeff Finken books to read online.

Online Pro SQL Server 2008 Analytics: Delivering Sales and Marketing Dashboards (Expert's Voice in SQL Server) by Brian Paulen, Jeff Finken ebook PDF download

Pro SQL Server 2008 Analytics: Delivering Sales and Marketing Dashboards (Expert's Voice in SQL Server) by Brian Paulen, Jeff Finken Doc

Pro SQL Server 2008 Analytics: Delivering Sales and Marketing Dashboards (Expert's Voice in SQL Server) by Brian Paulen, Jeff Finken Mobipocket

Pro SQL Server 2008 Analytics: Delivering Sales and Marketing Dashboards (Expert's Voice in SQL Server) by Brian Paulen, Jeff Finken EPub