



The practice and application of business intelligence in e-commerce(Chinese Edition)

By HUANG JIAN PENG . XU XIAO DONG . WEI BAO JUN

paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: December 2012 Pages: 105 Language: English in Publisher: Southeast University Press. Business Intelligence practice in e-commerce and application comprehensive and detailed account of the business intelligence applications as well as the development of the e-commerce industry. focused on BI in the e-commerce industry overall solution. combining cloud technology to build a distributed data warehouse architecture. Data warehouse. OLAP analysis. data mining technology depth. combined with the application to help readers understand the nature of technology. Finally. the author summarizes the successful implementation of BI BI for the value of e-commerce applications and e-commerce industry experience. implementing or learning BI has practical significance for the reader. Business Intelligence in the e-commerce practice content layman's language. decision-making. business leaders and business intelligence development people and valuable reference for beginners. Contents: Chapter Business Intelligence Overview 1.1 What is 1.5 Summary Chapter II BI 1.2 Business Intelligence Business Intelligence 1.3 Business Intelligence in the background of the domestic application development history and domestic application status 1.4 Business Intelligence technologies introduced in the prospects for the application of e-commerce 2.1 E-commerce the...



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