

21AML07	BUSINESS INTELLIGENCE	L	T	P	C
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<p><b><u>Course Objectives</u></b></p> <ul style="list-style-type: none"> <li>• Be exposed with the basic rudiments of business intelligence system</li> <li>• Understand the modeling aspects behind Business Intelligence</li> <li>• Understand of the business intelligence life cycle and the techniques used in it</li> <li>• Be exposed with different data analysis tools and techniques</li> </ul>					
<b>UNIT I</b>	<b>BUSINESS INTELLIGENCE</b>	<b>9 Hours</b>			
<p>Effective and timely decisions – Data, information and knowledge – Role of mathematical models – Business intelligence architectures: Cycle of a business intelligence analysis – Enabling factors in business intelligence projects – Development of a business intelligence system – Ethics and business intelligence.</p>					
<b>UNIT II</b>	<b>KNOWLEDGE DELIVERY</b>	<b>9 Hours</b>			
<p>The business intelligence user types, Standard reports, Interactive Analysis and Ad Hoc Querying, Parameterized Reports and Self-Service Reporting, dimensional analysis, Alerts/Notifications, Visualization: Charts, Graphs, Widgets, Scorecards and Dashboards, Geographic Visualization, Integrated Analytics, Considerations: Optimizing the Presentation for the Right Message.</p>					
<b>UNIT III</b>	<b>EFFICIENCY</b>	<b>9 Hours</b>			
<p>Efficiency measures – The CCR model: Definition of target objectives- Peer groups – Identification of good operating practices; cross efficiency analysis – virtual inputs and outputs – Other models. Pattern matching – cluster analysis, outlier analysis</p>					
<b>UNIT IV</b>	<b>BUSINESS INTELLIGENCE APPLICATIONS</b>	<b>9 Hours</b>			
<p>Marketing models – Logistic and Production models – Case studies.</p>					
<b>UNIT V</b>	<b>FUTURE OF BUSINESS INTELLIGENCE</b>	<b>9 Hours</b>			
<p>Future of business intelligence – Emerging Technologies, Machine Learning, Predicting the Future, BI Search &amp; Text Analytics – Advanced Visualization – Rich Report, Future beyond Technology.</p>					
<b>UNIT VI</b>	<b>LATEST TRENDS</b>				
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<p><b><u>Course Outcomes:</u></b></p> <ul style="list-style-type: none"> <li>• Explain the fundamentals of business intelligence.</li> <li>• Link data mining with business intelligence.</li> <li>• Apply various modeling techniques.</li> <li>• Explain the data analysis and knowledge delivery stages.</li> <li>• Apply business intelligence methods to various situations.</li> <li>• Decide on appropriate technique.</li> </ul>					

**Text Books:**

1. Efraim Turban, Ramesh Sharda, Dursun Delen, “Decision Support and Business Intelligence Systems”, 9 th Edition, Pearson 2013.

**Reference Books:**

1.Larissa T. Moss, S. Atre, “Business Intelligence Roadmap: The Complete Project Lifecycle of Decision Making”, Addison Wesley, 2003.

2. Carlo Vercellis, “Business Intelligence: Data Mining and Optimization for Decision Making”, Wiley Publications, 2009.

3. David Loshin Morgan, Kaufman, “Business Intelligence: The Savvy Manager’s Guide”, Second Edition, 2012.

4. Cindi Howson, “Successful Business Intelligence: Secrets to Making BI a Killer App”, McGraw- Hill, 2007.

5. Ralph Kimball , Margy Ross , Warren Thornthwaite, Joy Mundy, Bob Becker, “The Data Warehouse Lifecycle Toolkit”, Wiley Publication Inc.,2007