



## METADATA

**Title:** Data Management and Business Intelligence

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### Abstract

This book is addressed to students of business management and/or marketing and covers two main interrelated fields of informatics. The first part of the book includes the principles of Data Bases and more specifically, topics on collection and management of data in businesses. In the second part, the reader is introduced in topics of business intelligence, such as knowledge extraction from data, data processing and analysis, prediction modeling, knowledge representation and decision support. The aim of the book is the acquaintance, through easy to understand theory and practical applications, with modern tools of collection and data analysis, knowledge extraction and the effective use of this knowledge in problem solving. Applications such as prediction of consumer behavior, selection of target market, product positioning, measurement of

promotion action effectiveness, tracking of opportunities for cross-selling, and others are presented. Additionally, methods for knowledge-based decision support are considered and technologies are presented for model construction suitable for business problems.

The book is adapted to the needs of business management students or executives and differs from books addressed to informaticians or engineers, as well as from practical guides for software usage. Elements of theory are provided as necessary to comprehend the basic principles and way of thinking required to solve typical problems but also the necessary guidance is given to enable practical application. The book also differs from those who are limited to the presentation of systems and the discussion of cases, but instructs the reader to solve real problems on his own.

