

## METADATA

Title: Data Management and Business Intelligence

Other Titles: Theory and Applications for Business

Executives

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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 Databases, and more specifically, topics on the collection and management of data in businesses. In the second part, the reader is introduced to 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 to offer acquaintance—through easy-to-understand theory and practical applications—with modern tools for data collection and 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 constructing models 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 software guides. Elements of theory are provided as necessary to comprehend the basic principles and mindset required to solve typical problems, but the necessary guidance is also 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.









