

Business Intelligence Rajiv Sabherwal Irma Becerra

In Principles of Marketology, Volume 1: Theory , Aghazadeh explores the definition, origins and framework of a new methodology for helping organizations better understand their market and competition.

For courses on Business Intelligence or Decision Support Systems. A managerial approach to understanding business intelligence systems. To help future managers use and understand analytics, Business Intelligence provides students with a solid foundation of BI that is reinforced with hands-on practice.

Successfully launching an academic career in the challenging environment of higher education today is apt to require more explicit preparation than the informal socialization typically afforded in graduate school. As a faculty novice soon discovers, job success requires balancing multiple demands on one's time and energy. New Faculty offers a useful compendium of 'survival' advice for the faculty newcomer, ranging from practical tips on classroom teaching and student performance evaluation to detailed advice on grant-writing, student advising, professional service, and publishing. Beginning faculty members - and possibly their more experienced colleagues as well - will find this lively guidebook both informative and thought-provoking.

Technischer Fortschritt und globale Märkte haben den Bedarf nach Entscheidungsunterstützung in Unternehmen stark befördert. Insbesondere der technische Fortschritt ermöglicht heute die Anwendung mächtiger Methoden und Ansätze zur Entscheidungsunterstützung und damit zur Analyse komplexer Sachverhalte. Der

tatsächliche Nutzen entsprechender IT-Lösungen und Prozesse zur Entscheidungsunterstützung lässt sich aber nur schwer bis gar nicht ermitteln. Um sich dieser Bewertung anzunähern, nutzt der Autor Effizienz als Erfolgsersatzgröße und greift die Frage nach der effizienten Gestaltung von BI-Prozessen auf. Hierbei fokussiert er sich auf von IT-Systemen unabhängige Prozesse der Informationslogistik zur Bereitstellung von Informationen zur Entscheidungsunterstützung. Im Rahmen dieser Arbeit verbindet der Autor Ansätze der Entscheidungstheorie mit erprobten Ansätzen des Supply Chain Managements und entwickelt ein theoretisch fundiertes Referenzmodell für BI-Prozesse, das Zusammenhänge zwischen Informationsbedarfen von Entscheidern und Eigenschaften von Prozessen abbildet. Zudem wird sowohl fachlich als auch methodisch durch eine umfangreiche Literaturrecherche und Definition zentraler Begriffe sowie durch die theoriegeleitete Untersuchung und den stringenten Einsatz der Fallstudienmethodik eine Lücke in der Literatur zu Business Intelligence geschlossen.

Advances in Knowledge Management

Oracle Business Intelligence

A Managerial Perspective on Analytics

Improving Customer Relationship through Knowledge Application

Principles of Operating Systems

Big Data Analytics

Sams Teach Yourself SQL in 10 Minutes offers straightforward, practical answers when you need fast results. By working through the book's 22 lessons of 10 minutes or less, you'll learn what you need to know to take advantage of the SQL language. Lessons cover IBM DB2, Microsoft SQL Server

and SQL Server Express, MariaDB, MySQL, Oracle and Oracle express, PostgreSQL, and SQLite. Full-color code examples help you understand how SQL statements are structured Tips point out shortcuts and solutions Cautions help you avoid common pitfalls Notes explain additional concepts, and provide additional information 10 minutes is all you need to learn how to... Use the major SQL statements Construct complex SQL statements using multiple clauses and operators Retrieve, sort, and format database contents Pinpoint the data you need using a variety of filtering techniques Use aggregate functions to summarize data Join two or more related tables Insert, update, and delete data Create and alter database tables Work with views, stored procedures, and more

It is often necessary for social scientists to study differences in groups, such as gender or race differences in attitudes, buying behavior, or socioeconomic characteristics. When the researcher seeks to estimate group differences through the use of independent variables that are qualitative, dummy variables allow the researcher to represent information about group membership in quantitative terms without imposing unrealistic measurement assumptions on the categorical variables. Beginning with the simplest model, Hardy probes the use of dummy variable regression in increasingly complex specifications, exploring issues such as: interaction, heteroscedasticity, multiple comparisons and significance testing, the use of effects or contrast coding, testing for curvilinearity, and estimating a piecewise linear regression.

Knowledge Management has evolved into one of the most important streams of management research, affecting organizations of all types at many different levels. The Encyclopedia of Knowledge Management, Second Edition provides a compendium of terms, definitions and explanations of concepts, processes and acronyms addressing the challenges of knowledge management. This two-volume collection covers all aspects of this critical discipline, which range from knowledge

identification and representation, to the impact of Knowledge Management Systems on organizational culture, to the significant integration and cost issues being faced by Human Resources, MIS/IT, and production departments.

This book serves as a complete introduction to the subject of Knowledge Management (KM), and incorporates technical as well as social aspects, concepts as well as practical examples, and traditional KM approaches as well as emerging topics. Knowledge Management: Systems and Processes enhances the conventional exposition of KM with an in-depth discussion of the technologies used to facilitate the management of knowledge in large and small organizations. This includes a complete description of the theory and applications of the various techniques and technologies currently in use to manage organizational knowledge. The discussion of technology is at a level appropriate for the typical business administration graduate student or corporate manager.

*Special features: * Includes case studies of actual implementations of KM systems, including details such as system architecture * Contains numerous vignettes describing practical applications of KM initiatives at leading firms and governmental organizations * Provides a balanced view of knowledge management, while incorporating benefits and controversial issues, and both technology and social aspects * Extremely current, making extensive use of latest developments in, and examples from, the field of KM * Written by two proficient and recognized researchers in the field of KM.*

S. Ganesan, Justin Paul

Classic and Contemporary Works

Business Intelligence a su alcance

Regression with Dummy Variables

Evolution of Mind, Brain, and Culture

SQL in 10 Minutes a Day, Sams Teach Yourself

Managing and transferring knowledge - at the right time, in the right place and with the right quality for customers - enables companies to survive in times of fierce competition. The focus of this work is therefore on Knowledge Management and Customer Relationship Management. The theoretical part comprises several approaches to knowledge, its transfer and the barriers to be overcome when sharing knowledge. This is followed by a description of CRM and CKM (Customer Knowledge Management), outlining how crucial their successful use is. The practical part explores on the one hand the dependence on knowledge and on the other hand its availability for a good customer relationship. It includes a case study that investigates both the administrative and the operational area of a concrete company. The survey results are then discussed in detail, key success factors identified and mistakes pointed out. After this critical analysis, final recommendations are given that every company can benefit from.

Here's your one-stop-shop for winning new business! the new, Sixth Edition of this perennial bestseller updates and expands all previous editions, making this volume the most exhaustive and definitive proposal strategy resource. Directly applicable for businesses of all sizes, Successful Proposal Strategies provides extensive and important context, field-proven approaches, and in-depth techniques for business success with the Federal Government, the largest buyer of services and products in the world. This popular book and its companion

CD-ROM are highly accessible, self-contained desktop references developed to be informative, highly practical, and easy to use. Small companies with a viable service or product learn how to gain and keep a customer's attention, even when working with only a few employees. Offering a greatly expanded linkage of proposals to technical processes and directions, the Sixth Edition includes a wealth of new material, adding important chapters on cost building and price volume, the criticality of business culture and investments in proposal success, the proposal solution development process, and developing key conceptual graphics. CD-ROM Included! Features useful proposal templates in Adobe Acrobat, platform-independent format; HTML pointers to Small Business Web Sites; a comprehensive, fully searchable listing Proposal and Contract Acronyms; and a sample architecture for a knowledge base or proposal library.

Thousands of enterprises worldwide use Tableau as the solution for their data issues, big and small. With this updated edition, you will develop a firm grip on data visualization using Tableau 2020 and master all of the core features that enable you to explore, prepare, fix, and present data quickly and easily.

The rapid development of information communication technologies (ICTs) is having a profound impact across numerous aspects of social, economic, and cultural activity worldwide, and keeping pace with the associated effects, implications, opportunities, and pitfalls has been challenging to researchers in diverse realms ranging from education to

competitive intelligence.

New Faculty

MR2

Big Data 2.0 Processing Systems

Managing the Digital Firm

The Future of Knowledge Management

The Condensed Guide to Analysis and Reporting

Featuring contributions from prominent thinkers and researchers, this volume in the "Advances in Management Information Systems" series provides a rich set of conceptual, empirical, and introspective studies that epitomize fundamental knowledge in the area of Business Process Transformation. Processes are interpreted broadly to include operational and managerial processes within and between organizations, as well as those involved in knowledge generation. Transformation includes radical and incremental change, its conduct, management, and outcome. The editors and contributing authors pay close attention to the role of IS organizations and information technologies in facilitating business process transformation. Each chapter places major emphasis on clearly articulating the "knowledge" generated, both theoretical and applied. The book incorporates case studies and tables throughout, and provides fundamental

grounding for any stakeholder of business process transformation. Descartes boldly claimed: "I think, therefore I am." But one might well ask: Why do we think? How? When and why did our human ancestors develop language and culture? In other words, what makes the human mind human? *Evolution of Mind, Brain, and Culture* offers a comprehensive and scientific investigation of these perennial questions. Fourteen essays bring together the work of archaeologists, cultural and physical anthropologists, psychologists, philosophers, geneticists, a neuroscientist, and an environmental scientist to explore the evolution of the human mind, the brain, and the human capacity for culture. The volume represents and critically engages major theoretical approaches, including Donald's stage theory, Mithen's cathedral model, Tomasello's joint intentionality, and Boyd and Richerson's modeling of the evolution of culture in relation to climate change. No recent publication combines this breadth of evidential and theoretical perspective. The essays range in topic from the macroscopic (the evolution of social cooperation) to the microscopic (examining genetic data to infer evolutions in brain structure and function), and from the ancient (paleoanthropological reconstructions of hominin cognitive abilities) to the modern (including modern hominin's similarities to our primate cousins). Considered together, these essays constitute a fascinating, detailed

look at what makes us human. PMIRC, volume 5

Management Information Systems provides comprehensive and integrative coverage of essential new technologies, information system applications, and their impact on business models and managerial decision-making in an exciting and interactive manner. The twelfth edition focuses on the major changes that have been made in information technology over the past two years, and includes new opening, closing, and Interactive Session cases.

Promoting organizational knowledge is an important consideration for any business looking toward the future. Understanding the dynamics of knowledge-intensive organizations is a crucial first step in establishing a strong knowledge base for any organization. Organizational Knowledge Dynamics: Managing Knowledge Creation, Acquisition, Sharing, and Transformation introduces the idea that organizational knowledge is composed of three knowledge fields: cognitive knowledge, emotional knowledge, and spiritual knowledge. This book is useful for graduate students, researchers, and practitioners in knowledge management, intellectual capital, human resources management, change management, and strategic management.

Gestaltung effizienter BI-Prozesse in informationsintensiven
Dienstleistungsunternehmen

Concepts, Methodologies, Tools, and Applications
Organizational Knowledge Dynamics: Managing Knowledge Creation,
Acquisition, Sharing, and Transformation
Learning Tableau 2020
An Evolutionary View
Management Information Systems

This text serves as a complete introduction to the subject of knowledge management (KM), incorporating technical and social aspects, as well as concepts, practical examples, traditional KM approaches, and emerging topics.

En el moderno y vertiginoso mundo de los negocios, el conocimiento es el único factor que puede hacer la diferencia. La Business Intelligence es la clave para conseguir una ventaja competitiva, pues gracias a ella se puede recopilar, analizar, procesar e interpretar las grandes cantidades de información interna y externa que una empresa maneja, y convertirlas en conocimiento orientado a la rápida toma de decisiones estratégicas. Cómo hacer inteligente su negocio describe a la inteligencia como actividad y como atributo de las organizaciones destacadas, introduciendo el denominado Modelo de las inteligencias de la empresa en el siglo XXI. Se complementa con aplicaciones prácticas y sencillos ejemplos, que permiten

concretar los conceptos para lectores que desean adentrarse en el management inteligente. El modelo propuesto es perfectamente aplicable a todo tipo de empresas, desde las MiPyMEs hasta los grandes corporativos nacionales o transnacionales. Cómo hacer inteligente su negocio será de gran utilidad para lectores de diversas formaciones; en el ámbito empresarial: gerentes y ejecutivos, consultores y desarrolladores de sistemas de información, de la gestión del conocimiento y de inteligencia de negocios (BI); en la academia: docentes de las áreas de administración, marketing, planes y proyectos de negocios, y tecnologías de la información y las comunicaciones; y, en general, para todo aquel que quiera tomar decisiones informadas e inteligentes respecto a la forma en que su empresa o negocio se desarrollará de hoy en adelante.

Business Intelligence Practices, Technologies, and Management John Wiley & Sons

Data Quality: The Accuracy Dimension is about assessing the quality of corporate data and improving its accuracy using the data profiling method. Corporate data is increasingly important as companies continue to find new ways to use it. Likewise, improving the accuracy of data in information systems is fast becoming a major goal as companies realize how much it affects their bottom line. Data profiling is a new technology that supports

and enhances the accuracy of databases throughout major IT shops. Jack Olson explains data profiling and shows how it fits into the larger picture of data quality. * Provides an accessible, enjoyable introduction to the subject of data accuracy, peppered with real-world anecdotes. * Provides a framework for data profiling with a discussion of analytical tools appropriate for assessing data accuracy. * Is written by one of the original developers of data profiling technology. * Is a must-read for any data management staff, IT management staff, and CIOs of companies with data assets.

Systems and Processes

Data Quality

Customer Knowledge Management

Business Intelligence

A Primer for Academic Beginners

Successful Business Intelligence: Secrets to Making BI a Killer App

Strategic intelligence (SI) has mostly been used in military settings, but its worth goes well beyond that limited role. It has become invaluable for improving any organization's strategic decision making process. The author of Strategic Intelligence: Business Intelligence, Competitive Intelligence, and Knowledge Management recognizes synergies amo

In this book leading scholars debate current issues and shed light on future prospects

in the field of Knowledge Management. It presents new perspectives on knowledge and learning, including modes of knowing in practice, transactive knowledge systems, organizational narrations, and challenges conventional wisdom. It deals with emerging issues in knowledge and innovation embracing models of distributed innovation and forms of co-operation. It also includes problems in managing knowledge, leadership issues and how to measure knowledge.

This book celebrates the past, present and future of knowledge management. It brings a timely review of two decades of the accumulated history of knowledge management. By tracking its origin and conceptual development, this review contributes to the improved understanding of the field and helps to assess the unresolved questions and open issues. For practitioners, the book provides a clear evidence of value of knowledge management. Lessons learnt from implementations in business, government and civil sectors help to appreciate the field and gain useful reference points. The book also provides guidance for future research by drawing together authoritative views from people currently facing and engaging with the challenge of knowledge management, who signal a bright future for the field.

Divided into eight parts, the book tries to provide a comprehensive coverage of topics, beginning with OS architectures and then moving on to process scheduling, inter-process communication and synchronization, deadlocks, and multi-threading. Under the part on memory management, basic memory management and virtual memory are

discussed. These are followed by chapters on file management and I/O management. Security and protection of operating systems are also discussed in detail. Further, advanced OSs such as distributed, multi-processor, real-time, mobile, and multimedia OSs are presented. Android OS, being one of the most popular, is discussed under mobile operating systems. The last part of the book discusses shell programming, which will help students perform the lab experiments for this course. The first six parts contain case studies on UNIX, Solaris, Linux, and Windows.

Successful Proposal Strategies for Small Businesses: : Using Knowledge Management to Win Government, Private-Sector, and International Contracts, Sixth Edition

Knowledge Management

Cómo Hacer Inteligente su Negocio

Encyclopedia of Knowledge Management, Second Edition

Building a Data Warehouse

Managing Knowledge Creation, Acquisition, Sharing, and Transformation

This book serves as a complete introduction to the subject of Knowledge Management (KM), and incorporates technical as well as social aspects, concepts as well as practical examples, and traditional KM approaches as well as emerging topics. Knowledge Management: Systems and Processes enhances the conventional exposition of KM with an in-depth discussion of the technologies used to facilitate the management of knowledge in large and small organizations. This includes a complete description of the theory and applications of the various

techniques and technologies currently in use to manage organizational knowledge. The discussion of technology is at a level appropriate for the typical business administration graduate student or corporate manager. Special features:* Includes case studies of actual implementations of KM systems, including details such as system architecture * Contains numerous vignettes describing practical applications of KM initiatives at leading firms and governmental organizations * Provides a balanced view of knowledge management, while incorporating benefits and controversial issues, and both technology and social aspects * Extremely current, making extensive use of latest developments in, and examples from, the field of KM * Written by two proficient and recognized researchers in the field of KM.

Knowledge management (KM) - or the practice of using information and collaboration technologies and processes to capture organizational learning and thereby improve business performance - is becoming one of the key disciplines in management, especially in large companies. Many books, magazines, conferences, vendors, consultancies, Web sites, online communities and email lists have been formed around this concept. This practical book focuses on the vast offerings of KM solutions—technology, content, and services. The focus is not on technology details, but on how KM and IT practitioners actually use KM tools and techniques. Over twenty case studies describe the real story of choosing and implementing various KM tools and techniques, and experts analyse the trends in the evolution of these technologies and tools, along with opportunities and challenges facing

companies harnessing them. Lessons from successes and failures are drawn, along with roadmaps for companies beginning or expanding their KM practice. The introductory chapter presents a taxonomy of KM tools, identifies IT implications of KM practices, highlights lessons learned, and provides tips and recommendations for companies using these tools. Relevant literature on KM practices and key findings of market research groups and industry consortia such as IDC, Gartner and APQC, are presented. The majority of the book is devoted to case studies, featuring clients and vendors along the entire spectrum of solutions: hardware (e.g. handheld/wearable devices), software (e.g. analytics, collaboration, document management) and content (e.g. newsfeeds, market research). Each chapter is structured along the "8Cs" framework developed by the author: connectivity, content, community, commerce, community, capacity, culture, cooperation and capital. In other words, each chapter addresses how appropriate KM tools and technologies help a company on specific fronts such as fostering adequate employee access to knowledge bodies, user-friendly work-oriented content, communities of practice, a culture of knowledge, learning capacity, a spirit of cooperation, commercial and other incentives, and carefully measured capital investments and returns. Vendor history, product/service offerings, implementation details, client testimonials, ROI reports, and future trends are highlighted. Experts in the field then provide third-party analysis on trends in KM tools and technique areas, and recommendations for KM practitioners. Created through a student-tested, faculty-approved review process, MR2 is an

engaging and accessible solution to accommodate the diverse lifestyles of today's learners. MR2 provides an exciting, innovative approach to Marketing Research that provides the material needed for a successful course. Attention CourseMate user: The CourseMate platform is being sunset and will not be sold with this title after December 31st, 2019. Cengage will support existing users of CourseMate through August 1st, 2020. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. Business professionals who want to advance their careers need to have a strong understanding of how to utilize business intelligence. This new book provides a comprehensive introduction to the basic business and technical concepts they'll need to know. It integrates case studies that demonstrate how to apply the material. Business professionals will also find suggested further readings that will develop their knowledge and help them succeed.

Challenges, Solutions, and Technologies

With Examples in SQL Server

Principles of Marketology, Volume 1

Knowledge Management Tools and Techniques

Celebrating Twenty Years of Research and Practice

Learn Excel 2016 Expert Skills with the Smart Method

The Km Subject Matter Is A Subset Of Content Taught In The Decision Support Systems Course. This Text Is About Knowledge How To Capture It, How To Transfer It, How To Share It, And How To Manage It. Awad Takes Students Through A Process-Oriented Examination Of

The Topic, Striking A Balance Between The Behavioral And Technical Aspects Of Knowledge Management And Use It.

This book provides readers the “big picture” and a comprehensive survey of the domain of big data processing systems. For the past decade, the Hadoop framework has dominated the world of big data processing, yet recently academia and industry have started to recognize its limitations in several application domains and big data processing scenarios such as the large-scale processing of structured data, graph data and streaming data. Thus, it is now gradually being replaced by a collection of engines that are dedicated to specific verticals (e.g. structured data, graph data, and streaming data). The book explores this new wave of systems, which it refers to as Big Data 2.0 processing systems. After Chapter 1 presents the general background of the big data phenomena, Chapter 2 provides an overview of various general-purpose big data processing systems that allow their users to develop various big data processing jobs for different application domains. In turn, Chapter 3 examines various systems that have been introduced to support the SQL flavor on top of the Hadoop infrastructure and provide competing and scalable performance in the processing of large-scale structured data. Chapter 4 discusses several systems that have been designed to tackle the problem of large-scale graph processing, while the main focus of Chapter 5 is on several systems that have been designed to provide scalable solutions for processing big data streams, and on other sets of systems that have been introduced to support the development of data pipelines between various types of big data processing jobs and systems. Lastly, Chapter 6 shares conclusions and an outlook on future research challenges.

Overall, the book offers a valuable reference guide for students, researchers and professionals in the domain of big data processing systems. Further, its comprehensive content will hopefully encourage readers to pursue further research on the subject.

Provides comprehensive, in-depth coverage of all issues related to knowledge management, including conceptual, methodological, technical, and managerial issues. Presents the opportunities, future challenges, and emerging trends related to this subject.

Here is the ideal field guide for data warehousing implementation. This book first teaches you how to build a data warehouse, including defining the architecture, understanding the methodology, gathering the requirements, designing the data models, and creating the databases. Coverage then explains how to populate the data warehouse and explores how to present data to users using reports and multidimensional databases and how to use the data in the data warehouse for business intelligence, customer relationship management, and other purposes. It also details testing and how to administer data warehouse operation.

Strategic Intelligence

8th International Conference, BDA 2020, Sonapat, India, December 15-18, 2020, Proceedings

A Survey

Theory

Information Communication Technologies: Concepts, Methodologies, Tools, and Applications

This book is very, very different to any other computer book you have ever

read. The Smart Method provides an entirely new and better way to learn Excel. You'll immediately appreciate the value and relevance of each skill as it is taught. Both IT professionals and absolute beginners will love this book because it avoids needless technical jargon and concisely explains everything you need in a simple and no-nonsense way. Amongst other things you'll learn how to:

- Use Excel 2016's new 3D maps feature to create interactive video tours
- Use Excel 2016's new Get & Transform tool to clean and combine data
- Perform What-If analysis to model and compare business scenarios
- Use advanced functions to solve real-world business problems
- Create intuitive user interfaces using form controls and recorded macros
- Master dynamic tables and structured table references
- Use Excel 2016's new Append and Merge queries to de-normalize data
- Master Excel's data modeling features to define table relationships
- Completely understand Excel's ability to create OLAP cubes
- Use OLAP pivot tables and 3D Maps to present OLAP cube data.
- Use OLAP features to gain total control over PivotTable formatting
- Break the million row limit with Excel's 2016's new Big Data features

A fast track guide to uncovering the analytical power of Oracle Business Intelligence: Analytic SQL, Oracle Discoverer, Oracle Reports, and Oracle Warehouse Builder with this book and eBook.

An introduction to the field of knowledgemanagement.

Praise for Successful Business Intelligence "If you want to be an analytical competitor, you've got to go well beyond business intelligence technology.

Cindi Howson has wrapped up the needed advice on technology, organization, strategy, and even culture in a neat package. It's required reading for quantitatively oriented strategists and the technologists who support them." --Thomas H. Davenport, President's Distinguished Professor, Babson College and co-author, Competing on Analytics

"When used strategically, business intelligence can help companies transform their organization to be more agile, more competitive, and more profitable.

Successful Business Intelligence offers valuable guidance for companies looking to embark upon their first BI project as well as those hoping to maximize their current deployments." --John Schwarz, CEO, Business Objects

"A thoughtful, clearly written, and carefully researched examination of all facets of business intelligence that your organization needs to know to run its business more intelligently and exploit information to its fullest extent."

--Wayne Eckerson, Director, TDWI Research

"Using real-world examples, Cindi Howson shows you how to use business intelligence to improve the performance, and the quality, of your company." --Bill Baker, Distinguished Engineer & GM, Business Intelligence Applications, Microsoft Corporation

"This book outlines the key steps to make BI an integral part of your company's culture and demonstrates how your company can use BI as a competitive differentiator." --Robert VanHees, CFO, Corporate Express

"Given the trend to expand the business analytics user base, organizations are faced with a number of challenges that affect the success rate of these projects. This insightful book provides practical advice on improving that success rate." --Dan Vesset, Vice President, Business Analytics Solution Research, IDC

Create effective data visualizations, build interactive visual analytics, and transform your organization, 4th Edition

Practices, Technologies, and Management

Ein informationslogistischer Ansatz zur Auswahl einer effizienten Prozessvariante

Business Process Transformation

The Accuracy Dimension

Business Intelligence, Competitive Intelligence, and Knowledge Management

For graduate-level courses in Knowledge Management and Decision Support Systems, this text presents a multi perspective approach to knowledge management: it spans electrical engineering, artificial intelligence, information systems, and business. It aims to provide

students with the right combination of theory, technology and solutions.

This book constitutes the proceedings of the 8th International Conference on Big Data Analytics, BDA 2020, which took place during December 15-18, 2020, in Sonapat, India. The 11 full and 3 short papers included in this volume were carefully reviewed and selected from 48 submissions; the book also contains 4 invited and 3 tutorial papers. The contributions were organized in topical sections named as follows: data science systems; data science architectures; big data analytics in healthcare; information interchange of Web data resources; and business analytics.