



Beginning Big Data with Power BI and Excel 2013

Neil Dunlop

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In *Beginning Big Data with Power BI and Excel 2013*, you will learn to solve business problems by tapping the power of Microsoft's Excel and Power BI to import data from NoSQL and SQL databases and other sources, create relational data models, and analyze business problems through sophisticated dashboards and data-driven maps.

While *Beginning Big Data with Power BI and Excel 2013* covers prominent tools such as Hadoop and the NoSQL databases, it recognizes that most small and medium-sized businesses don't have the Big Data processing needs of a Netflix, Target, or Facebook. Instead, it shows how to import data and use the self-service analytics available in Excel with Power BI. As you'll see through the book's numerous case examples, these tools—which you already know how to use—can perform many of the same functions as the higher-end Apache tools many people believe are required to carry out in Big Data projects.

Through instruction, insight, advice, and case studies, *Beginning Big Data with Power BI and Excel 2013* will show you how to:

- Import and mash up data from web pages, SQL and NoSQL databases, the Azure Marketplace and other sources.
- Tap into the analytical power of PivotTables and PivotCharts and develop relational data models to track trends and make predictions based on a wide range of data.
- Understand basic statistics and use Excel with PowerBI to do sophisticated statistical analysis—including identifying trends and correlations.
- Use SQL within Excel to do sophisticated queries across multiple tables, including NoSQL databases.
- Create complex formulas to solve real-world business problems using Data Analysis Expressions (DAX).

What you'll learn

You will learn to:

- Use Excel and Power BI to do sophisticated data analytics on large data sets
- Import data from other sources into Excel
- Understand basic statistical techniques
- Analyze trends
- Perform complex calculation using DAX
- Present results using easy-to-understand visualizations such as maps
- Frame and solve real-world business problems through big data analysis

Who this book is for

Beginning Big Data with Power BI and Excel 2013 is designed for anyone who uses data analytics to make business decisions, especially those in small and medium-sized businesses.

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