SAP Business Analytics

A Best Practices Guide for Implementing Business Analytics Using SAP

Sudipa DuttaRoy

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ISBN-13 (pbk): 978-1-4842-1384-1 ISBN-13 (electronic): 978-1-4842-1383-4
DOI 10.1007/978-1-4842-1383-4

Library of Congress Control Number: 2016959186

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Cover image designed by Freepik.com.

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I dedicate this book to my family, for supporting me during the writing and accommodating the irregularities in our life that came along with the time spent on writing. To my parents, my mother-in-law, and my sister, for being there for me. A special dedication to my daughter Anahita, who loves books.

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About the Author

Sudipa DuttaRoy is a Business Analytics specialist with 13-plus years of experience, specializing in SAP BusinessObjects architecture, project leading, business analysis, technical leading, requirement analysis, consumer behaviour analysis and customer segmentation analytics, and providing insights into business processes and strategy, from creating a business case to implementation across several industry domains, such as telecom, retail, insurance, and media.

Sudipa has been involved in projects from end-to-end, starting with initiating business cases, architecture of data warehousing solutions, and platform architecture. Sudipa has held SAP BusinessObjects training sessions and has extensive experience within business intelligence, digital strategies, consumer behaviour analysis, clickstream data analysis, and insight expertise.

Acknowledgments

First, I would like to thank my family for always being there for me, encouraging me, and supporting me. I started working with SAP BusinessObjects about 11 years ago. It has been quite a journey. My first project was about SAP BO reports, from then it has only gotten more and more interesting, with me being involved in every area of SAP Business Analytics.

I would like to thank Ranjith Raghunathan, the technical reviewer, and Matthew Moodie, my editor, for their support and enthusiasm. I would also like to thank Rita Fernando Kim, coordinating editor, for helping to keep things on schedule. She has been an absolute pleasure to work with. I would also like to thank Celestin Suresh John, acquisitions editor, for having spotted me and provided me the opportunity to write this book.

I would also like to thank all my colleagues spread across the globe with whom I have worked over the years. Every project, every complexity has only made me wiser.