

The Biml Book Business Intelligence And Data Warehouse Automation

Collecting data is relatively easy, but turning raw information into something useful requires that you know how to extract precisely what you need. With this insightful book, intermediate to experienced programmers interested in data analysis will learn techniques for working with data in a business environment. You'll learn how to look at data to discover what it contains, how to capture those ideas in conceptual models, and then feed your understanding back into the organization through business plans, metrics dashboards, and other applications. Along the way, you'll experiment with concepts through hands-on workshops at the end of each chapter. Above all, you'll learn how to think about the results you want to achieve -- rather than rely on tools to think for you. Use graphics to describe data with one, two, or dozens of variables Develop conceptual models using back-of-the-envelope calculations, as well as scaling and probability arguments Mine data with computationally intensive methods such as simulation and clustering Make your conclusions understandable through reports, dashboards, and other metrics programs Understand financial calculations, including the time-value of money Use dimensionality reduction techniques or predictive analytics to conquer challenging data analysis situations Become familiar with different open source programming environments for data analysis "Finally, a concise reference for understanding how to conquer piles of data."--Austin King, Senior Web Developer, Mozilla "An indispensable text for aspiring data scientists."--Michael E. Driscoll, CEO/Founder, Dataspora

Explore the latest Azure ETL techniques both on-premises and in the cloud using Azure services such as SQL Server Integration Services (SSIS), Azure Data Factory, and Azure Databricks Key Features Understand the key components of an ETL solution using Azure Integration Services Discover the common and not-so-common challenges faced while creating modern and scalable ETL solutions Program and extend your packages to develop efficient data integration and data transformation solutions Book Description ETL is one of the most common and tedious procedures for moving and processing data from one database to another. With the help of this book, you will be able to speed up the process by designing effective ETL solutions using the Azure services available for handling and transforming any data to suit your requirements. With this cookbook, you'll become well versed in all the features of SQL Server Integration Services (SSIS) to perform data migration and ETL tasks that integrate with Azure. You'll

learn how to transform data in Azure and understand how legacy systems perform ETL on-premises using SSIS. Later chapters will get you up to speed with connecting and retrieving data from SQL Server 2019 Big Data Clusters, and even show you how to extend and customize the SSIS toolbox using custom-developed tasks and transforms. This ETL book also contains practical recipes for moving and transforming data with Azure services, such as Data Factory and Azure Databricks, and lets you explore various options for migrating SSIS packages to Azure. Toward the end, you'll find out how to profile data in the cloud and automate service creation with Business Intelligence Markup Language (BIML). By the end of this book, you'll have developed the skills you need to create and automate ETL solutions on-premises as well as in Azure. What you will learn

Explore ETL and how it is different from ELT
Move and transform various data sources with Azure ETL and ELT services
Use SSIS 2019 with Azure HDInsight clusters
Discover how to query SQL Server 2019 Big Data Clusters hosted in Azure
Migrate SSIS solutions to Azure and solve key challenges associated with it
Understand why data profiling is crucial and how to implement it in Azure Databricks
Get to grips with BIML and learn how it applies to SSIS and Azure Data Factory solutions

Who this book is for This book is for data warehouse architects, ETL developers, or anyone who wants to build scalable ETL applications in Azure. Those looking to extend their existing on-premise ETL applications to use big data and a variety of Azure services or others interested in migrating existing on-premise solutions to the Azure cloud platform will also find the book useful. Familiarity with SQL Server services is necessary to get the most out of this book.

It lay in the grass, tiny and white and burning. He stooped, put out his fingers. And then there was nothing. Nothing but darkness and oblivion. A split second demolition of the world of Richard Avery. From a damp February afternoon in Kensington Gardens, Avery is precipitated into a world of apparent unreason. A world in which his intelligence is tested by computers, and which he is finally left on a strange tropical island with three companions, and a strong human desire to survive. But then the mystery deepens: for there are two moons in the sky, and the rabbits have six legs, and there is a physically satisfying reason for the entire situation.

Power Query for Power BI and Excel is a book for people who are tired of copying and pasting data into Excel worksheets. Power Query, part of the Microsoft Power BI suite, is a tool that automates the process of getting data into Excel and will save you hours of dull, repetitive, and error-prone work! Power Query makes it easy to extract data from many different data sources, filter that data, aggregate it, clean it and

perform calculations on it, finally loading that data into either your worksheet or directly into the new Excel 2013 Data Model used by Power Pivot. This concise, practical book provides a complete guide to Power Query and how to use it to solve all of your Excel data-loading problems. Power Query for Power BI and Excel goes well beyond the surface of what Power Query can do. The book goes deep into the underlying M language, showing you how to do amazing things that aren't going to be possible from just the GUI interface that is covered in most other books. You'll have full command of the GUI, and you'll be able to drop into the M language to go beyond what the GUI provides. The depth in this book makes it a must-have item for anyone who is pushing Power BI and Excel to their limits in the pursuit of business intelligence from data analysis. Teaches the basics of using Power Query to load data into Excel Helps you solve common, data-related problems with Power Query Shows how to write your own solutions in the powerful M language

A Primer for the Data Scientist

The Microsoft Data Warehouse Toolkit

Data Virtualization, Data Lake, and AI Platform

T-SQL Fundamentals

The Definitive Guide to Azure Data Engineering

Dive into the business intelligence features in SharePoint 2013—and use the right combination of tools to deliver compelling solutions. Take control of business intelligence (BI) with the tools offered by SharePoint 2013 and Microsoft SQL Server 2012. Led by a group of BI and SharePoint experts, you'll get step-by-step instructions for understanding how to use these technologies best in specific BI scenarios—whether you're a SharePoint administrator, SQL Server developer, or business analyst. Discover how to: Manage the entire BI lifecycle, from determining key performance indicators to building dashboards Use web-based Microsoft Excel services and publish workbooks on a SharePoint Server Mash up data from multiple sources and create Data Analysis Expressions (DAX) using PowerPivot Create data-driven diagrams that provide interactive processes and context with Microsoft Visio Services Use dashboards, scorecards, reports, and key performance indicators to monitor and analyze your business Use SharePoint to view BI reports side by side, no matter which tools were used to produced them

Manage and work with business data effectively by learning data modeling techniques and leveraging the latest features of Power BI Key Features Understand data modeling techniques to get the best out of data using Power BI Define the relationships between data to extract valuable insights Solve a wide variety of business challenges by building optimal data models Book Description Microsoft Power BI is one of the most popular business intelligence tools available on the market

for desktop and the cloud. This book will be your guide to understanding the ins and outs of data modeling and how to create data models using Power BI confidently. You'll learn how to connect data from multiple sources, understand data, define and manage relationships between data, and shape data models. In this book, you'll explore how to use data modeling and navigation techniques to define relationships and create a data model before defining new metrics and performing custom calculations using modeling features. As you advance through the chapters, the book will demonstrate how to create full-fledged data models, enabling you to create efficient data models and simpler DAX code with new data modeling features. With the help of examples, you'll discover how you can solve business challenges by building optimal data models and changing your existing data models to meet evolving business requirements. Finally, you'll learn how to use some new and advanced modeling features to enhance your data models to carry out a wide variety of complex tasks. By the end of this Power BI book, you'll have gained the skills you need to structure data coming from multiple sources in different ways to create optimized data models that support reporting and data analytics. What you will learn Implement virtual tables and time intelligence functionalities in DAX to build a powerful model Identify Dimension and Fact tables and implement them in Power Query Editor Deal with advanced data preparation scenarios while building Star Schema Explore best practices for data preparation and data modeling Discover different hierarchies and their common pitfalls Understand complex data models and how to decrease the level of model complexity with different data modeling approaches Who this book is for This MS Power BI book is for BI users, data analysts, and analysis developers who want to become well-versed with data modeling techniques to make the most of Power BI. Basic knowledge of Power BI and Star Schema will help you to understand the concepts covered in this book.

Learn Business Intelligence Markup Language (Biml) for automating much of the repetitive, manual labor involved in data integration. We teach you how to build frameworks and use advanced Biml features to get more out of SQL Server Integration Services (SSIS), Transact-SQL (T-SQL), and SQL Server Analysis Services (SSAS) than you ever thought possible. The first part of the book starts with the basics—getting your development environment configured, Biml syntax, and scripting essentials. Whether a beginner or a seasoned Biml expert, the next part of the book guides you through the process of using Biml to build a framework that captures both your design patterns and execution management. Design patterns are reusable code blocks that standardize the approach you use to perform certain types of data integration, logging, and other key data functions. Design patterns solve common problems encountered when developing data integration solutions. Because you do not have to build the code from scratch each time, design patterns improve your efficiency as a Biml developer. In addition to leveraging design patterns in your framework, you will learn how to build a robust metadata store and how to package your framework into Biml bundles for deployment within your enterprise. In the last part of the book, we teach you more advanced Biml features and capabilities, such as SSAS development, T-SQL recipes, documentation autogeneration, and Biml troubleshooting. The Biml Book: Provides practical and applicable examples Teaches you how to use Biml to reduce development time while improving quality Takes you through solutions to common data integration and BI challenges What You'll Learn Master the basics of Business Intelligence Markup Language (Biml) Study patterns for automating SSIS package generation Build a Biml Framework Import and transform database

schemas Automate generation of scripts and projects Who This Book Is For BI developers wishing to quickly locate previously tested solutions, Microsoft BI specialists, those seeking more information about solution automation and code generation, and practitioners of Data Integration Lifecycle Management (DILM) in the DevOps enterprise

Threat modeling is one of the most essential--and most misunderstood--parts of the development lifecycle. Whether you're a security practitioner or a member of a development team, this book will help you gain a better understanding of how you can apply core threat modeling concepts to your practice to protect your systems against threats. Contrary to popular belief, threat modeling doesn't require advanced security knowledge to initiate or a Herculean effort to sustain. But it is critical for spotting and addressing potential concerns in a cost-effective way before the code's written--and before it's too late to find a solution. Authors Izar Tarandach and Matthew Coles walk you through various ways to approach and execute threat modeling in your organization. Explore fundamental properties and mechanisms for securing data and system functionality Understand the relationship between security, privacy, and safety Identify key characteristics for assessing system security Get an in-depth review of popular and specialized techniques for modeling and analyzing your systems View the future of threat modeling and Agile development methodologies, including DevOps automation Find answers to frequently asked questions, including how to avoid common threat modeling pitfalls

Modern ELT, DevOps, and Analytics on the Azure Cloud Platform

Early First Edition Based on Release Candidate 1

Business Intelligence in Microsoft SharePoint 2013

The SQL Pro's Guide to Better Business Intelligence

Let Her Finish

Early First Edition Based on Public Preview

Use this guide to one of SQL Server 2019's most impactful features-Big Data Clusters. You will learn about data virtualization and data lakes for this complete artificial intelligence (AI) and machine learning (ML) platform within the SQL Server database engine. You will know how to use Big Data Clusters to combine large volumes of streaming data for analysis along with data stored in a traditional database. For example, you can stream large volumes of data from Apache Spark in real time while executing Transact-SQL queries to bring in relevant additional data from your corporate, SQL Server database. Filled with clear examples and use cases, this book provides everything necessary to get started working with Big Data Clusters in SQL Server 2019. You will learn about the architectural foundations that are made up from Kubernetes, Spark, HDFS, and SQL Server on Linux. You then are shown how to configure and deploy Big Data Clusters in on-premises environments or in the cloud. Next, you are taught about querying. You will learn to write queries in Transact-SQL-taking advantage of skills you have honed for years-and with those queries you will be able to examine and analyze data from a wide variety of sources such as Apache Spark. Through the theoretical foundation provided in this book and easy-to-follow example scripts and notebooks, you will be ready to use and unveil the full potential of SQL Server 2019: combining different types of data spread across widely disparate sources into a single view that is useful for business intelligence and machine learning analysis. You will: Install, manage, and troubleshoot Big Data Clusters in cloud or on-premise

environments Analyze large volumes of data directly from SQL Server and/or Apache Spark Manage data stored in HDFS from SQL Server as if it were relational data Implement advanced analytics solutions through machine learning and AI Expose different data sources as a single logical source using data virtualization.

Ace your preparation for Microsoft® Certification Exam 70-461 with this 2-in-1 Training Kit from Microsoft Press®. Work at your own pace through a series of lessons and practical exercises, and then assess your skills with practice tests on CD—featuring multiple, customizable testing options. Maximize your performance on the exam by learning how to: Create database objects Work with data Modify data Troubleshoot and optimize queries You also get an exam discount voucher—making this book an exceptional value and a great career investment.

The new edition of the successful previous version is 25 percent revised and packed with more than 200 pages of new material on the 2008 release of SQL Server Integration Services (SSIS) Renowned author Brian Knight and his expert coauthors show developers how to master the 2008 release of SSIS, which is both more powerful and more complex than ever Case studies and tutorial examples acquired over the three years since the previous edition will contribute to helping illustrate advanced concepts and techniques New chapters include coverage of data warehousing using SSIS, new methods for managing the SSIS platform, and improved techniques for ETL operations

Agile Data Warehouse Design is a step-by-step guide for capturing data warehousing/business intelligence (DW/BI) requirements and turning them into high performance dimensional models in the most direct way: by modelstorming (data modeling] brainstorming) with BI stakeholders. This book describes BEAM, an agile approach to dimensional modeling, for improving communication between data warehouse designers, BI stakeholders and the whole DW/BI development team. BEAM provides tools and techniques that will encourage DW/BI designers and developers to move away from their keyboards and entity relationship based tools and model interactively with their colleagues. The result is everyone thinks dimensionally from the outset! Developers understand how to efficiently implement dimensional modeling solutions. Business stakeholders feel ownership of the data warehouse they have created, and can already imagine how they will use it to answer their business questions. Within this book, you will learn: Agile dimensional modeling using Business Event Analysis & Modeling (BEAM) Modelstorming: data modeling that is quicker, more inclusive, more productive, and frankly more fun! Telling dimensional data stories using the 7Ws (who, what, when, where, how many, why and how) Modeling by example not abstraction; using data story themes, not crow's feet, to describe detail Storyboarding the data warehouse to discover conformed dimensions and plan iterative development Visual modeling: sketching timelines, charts and grids to model complex process measurement - simply Agile design documentation: enhancing star schemas with BEAM dimensional shorthand notation Solving difficult DW/BI performance and usability problems with proven dimensional design patterns LawrenceCorr is a data warehouse designer and educator. As Principal of DecisionOne Consulting, he helps clients to review and simplify their data warehouse designs, and advises vendors on visual data modeling techniques. He regularly teaches agile dimensional modeling courses worldwide and has taught dimensional DW/BI skills to thousands of students. Jim Stagnitto is a data warehouse and master data management architect specializing in the healthcare, financial services, and information service industries. He is the founder of the data warehousing and data mining consulting firm Llumino.

Extending Power BI with Python and R

With SQL Server 2008 R2 and the Microsoft Business Intelligence Toolset

SQL Server Big Data Clusters

Ingest, transform, enrich, and visualize data using the power of analytical languages

Collaborative Dimensional Modeling, from Whiteboard to Star Schema

Microsoft SQL Server 2012 Integration Services

The industry's most complete, useful, and up-to-date guide to SQL Server 2014. You'll find start-to-finish coverage of SQL Server's core database server and management capabilities: all the real-world information, tips, guidelines, and examples you'll need to install, monitor, maintain, and optimize the most complex database environments. The provided examples and sample code provide plenty of hands-on opportunities to learn more about SQL Server and create your own viable solutions. Four leading SQL Server experts present deep practical insights for administering SQL Server, analyzing and optimizing queries, implementing data warehouses, ensuring high availability, tuning performance, and much more. You will benefit from their behind-the-scenes look into SQL Server, showing what goes on behind the various wizards and GUI-based tools. You'll learn how to use the underlying SQL commands to fully unlock the power and capabilities of SQL Server. Writing for all intermediate-to-advanced-level SQL Server professionals, the authors draw on immense production experience with SQL Server. Throughout, they focus on successfully applying SQL Server 2014's most powerful capabilities and its newest tools and features. Detailed information on how to...

Understand SQL Server 2014's new features and each edition's capabilities and licensing

Install, upgrade to, and configure SQL Server 2014 for better performance and easier management

Streamline and automate key administration tasks with Smart Admin

Leverage powerful new backup/restore options: flexible backup to URL, Managed Backup to Windows Azure, and encrypted backups

Strengthen security with new features for enforcing "least privilege"

Improve performance with updateable columnstore indexes, Delayed Durability, and other enhancements

Execute queries and business logic more efficiently with memoryoptimized tables, buffer pool extension, and natively-compiled stored procedures

Control workloads and Disk I/O with the Resource Governor

Deploy AlwaysOn Availability Groups and Failover Cluster Instances to achieve enterprise-class availability and disaster recovery

Apply new Business Intelligence improvements in Master Data Services, data quality, and Parallel Data Warehouse

Apply powerful window functions in T-SQL—and increase the performance and speed of your queries

Optimize your queries—and obtain simple and elegant solutions to a variety of problems—using window functions in Transact-SQL. Led by T-SQL expert Itzik Ben-Gan, you'll learn how to apply calculations against sets of rows in a flexible, clear, and efficient manner. Ideal whether you're a database administrator or developer, this practical guide demonstrates ways to use more than a dozen T-SQL

querying solutions to address common business tasks. Discover how to: Go beyond traditional query approaches to express set calculations more efficiently Delve into ordered set functions such as rank, distribution, and offset Implement hypothetical set and inverse distribution functions in standard SQL Use strategies for improving sequencing, paging, filtering, and pivoting Increase query speed using partitioning, ordering, and coverage indexing Apply new optimization iterators such as Window Spool Handle common issues such as running totals, intervals, medians, and gaps

Over the past 5 years, the concept of big data has matured, data science has grown exponentially, and data architecture has become a standard part of organizational decision-making. Throughout all this change, the basic principles that shape the architecture of data have remained the same. There remains a need for people to take a look at the "bigger picture" and to understand where their data fit into the grand scheme of things. *Data Architecture: A Primer for the Data Scientist, Second Edition* addresses the larger architectural picture of how big data fits within the existing information infrastructure or data warehousing systems. This is an essential topic not only for data scientists, analysts, and managers but also for researchers and engineers who increasingly need to deal with large and complex sets of data. Until data are gathered and can be placed into an existing framework or architecture, they cannot be used to their full potential. Drawing upon years of practical experience and using numerous examples and case studies from across various industries, the authors seek to explain this larger picture into which big data fits, giving data scientists the necessary context for how pieces of the puzzle should fit together. New case studies include expanded coverage of textual management and analytics New chapters on visualization and big data Discussion of new visualizations of the end-state architecture

Effectively query and modify data using Transact-SQL Master T-SQL fundamentals and write robust code for Microsoft SQL Server and Azure SQL Database. Itzik Ben-Gan explains key T-SQL concepts and helps you apply your knowledge with hands-on exercises. The book first introduces T-SQL's roots and underlying logic. Next, it walks you through core topics such as single-table queries, joins, subqueries, table expressions, and set operators. Then the book covers more-advanced data-query topics such as window functions, pivoting, and grouping sets. The book also explains how to modify data, work with temporal tables, and handle transactions, and provides an overview of programmable objects. *Microsoft Data Platform MVP Itzik Ben-Gan shows you how to: Review core SQL concepts and its mathematical roots Create tables and enforce data integrity Perform effective single-table queries by using the SELECT statement Query multiple tables by using joins, subqueries, table expressions, and set operators Use advanced query techniques such as window functions, pivoting, and grouping sets Insert, update, delete, and merge data Use transactions in a concurrent environment Get started with programmable objects—from variables and batches to user-defined functions, stored procedures, triggers,*

and dynamic SQL

Beginning DAX with Power BI

Azure Arc-Enabled Data Services Revealed

SQL Server Integration Services Design Patterns

Voices from the Data Platform

Expert Cube Development with SSAS Multidimensional Models

Business Intelligence and Data Warehouse Automation

Get introduced to Azure Arc-enabled data services and the powerful capabilities they provide to deploy and manage local, on-premises, and hybrid cloud data resources using the same centralized management and tooling you get from the Azure cloud. This book shows how you can deploy and manage databases running on SQL Server and Posgres in your corporate data center as if they were part of the Azure platform. You will learn how to benefit from the centralized management that Azure provides, the automated rollout of patches and updates, and more. This book is the perfect choice for anyone looking for a hybrid or multi-vendor cloud strategy for their data estate. The authors walk you through the possibilities and requirements to get services such as Azure SQL Managed Instance and PostgresSQL Hyperscale, deployed outside of Azure, so the services are accessible to companies that cannot move to the cloud or do not want to use the Microsoft cloud exclusively. The technology described in this book will be especially useful to those required to keep sensitive services, such as medical databases, away from the public cloud, but who still want to benefit from the Azure cloud and the centralized management and tooling that it supports. What You Will Learn Understand the core concepts of Kubernetes Understand the fundamentals and architecture of Azure Arc-enabled data services Build a multi-cloud strategy based on Azure data services Deploy Azure Arc-enabled data services on premises or in any cloud Deploy Azure Arc-enabled SQL Managed Instance on premises or in any cloud Deploy Azure Arc-enabled PostgreSQL Hyperscale on premises or in any cloud Manage Azure-enabled data services running outside of Azure Monitor Azure-enabled data services running outside of Azure through the Azure Portal Who This Book Is For Database administrators and architects who want to manage on-premises or hybrid cloud data resources from the Microsoft Azure cloud. Especially for those wishing to take advantage of cloud technologies while keeping sensitive data on premises and under physical control.

Use this guide to one of SQL Server 2019's most impactful features—Big Data Clusters. You will learn about data virtualization and data lakes for this complete artificial intelligence (AI) and machine learning (ML) platform within the SQL Server database engine. You will know how to use Big Data Clusters to combine large volumes of streaming data for analysis along with data stored in a traditional database. For example, you can stream large volumes of data from Apache Spark in real time while executing Transact-SQL queries to bring in relevant additional data from your corporate, SQL Server database. Filled with clear examples and use cases, this book provides everything necessary to get started working with Big Data Clusters in SQL Server 2019. You will learn about the architectural foundations that are made up from Kubernetes, Spark, HDFS, and SQL Server on Linux. You then are

shown how to configure and deploy Big Data Clusters in on-premises environments or in the cloud. Next, you are taught about querying. You will learn to write queries in Transact-SQL—taking advantage of skills you have honed for years—and with those queries you will be able to examine and analyze data from a wide variety of sources such as Apache Spark. Through the theoretical foundation provided in this book and easy-to-follow example scripts and notebooks, you will be ready to use and unveil the full potential of SQL Server 2019: combining different types of data spread across widely disparate sources into a single view that is useful for business intelligence and machine learning analysis. What You Will Learn

- Install, manage, and troubleshoot Big Data Clusters in cloud or on-premise environments
- Analyze large volumes of data directly from SQL Server and/or Apache Spark
- Manage data stored in HDFS from SQL Server as if it were relational data
- Implement advanced analytics solutions through machine learning and AI
- Expose different data sources as a single logical source using data virtualization

Who This Book Is For
Data engineers, data scientists, data architects, and database administrators who want to employ data virtualization and big data analytics in their environments

Build and manage data integration solutions with expert guidance from the Microsoft SQL Server Integration Services (SSIS) team. See best practices in action and dive deep into the SSIS engine, SSISDB catalog, and security features. Using the developer enhancements in SQL Server 2012 and the flexible SSIS toolset, you'll handle complex data integration scenarios more efficiently—and acquire the skills you need to build comprehensive solutions. Discover how to:

- Use SSIS to extract, transform, and load data from multiple data sources
- Apply best practices to optimize package and project configuration and deployment
- Manage security settings in the SSISDB catalog and control package access
- Work with SSIS data quality features to profile, cleanse, and increase reliability
- Monitor, troubleshoot, and tune SSIS solutions with advanced features such as detailed views and data taps
- Load data incrementally to capture an easily consumable stream of insert, update, and delete activity

Build a custom BimlExpress framework that generates dozens of SQL Server Integration Services (SSIS) packages in minutes. Use this framework to execute related SSIS packages in a single command. You will learn to configure SSIS catalog projects, manage catalog deployments, and monitor SSIS catalog execution and history. Data Integration Life Cycle Management with SSIS shows you how to bring DevOps benefits to SSIS integration projects. Practices in this book enable faster time to market, higher quality of code, and repeatable automation. Code will be created that is easier to support and maintain. The book teaches you how to more effectively manage SSIS in the enterprise environment by drawing on the art and science of modern DevOps practices. What You'll Learn

- Generate dozens of SSIS packages in minutes to speed your integration projects
- Reduce the execution of related groups of SSIS packages to a single command
- Successfully handle SSIS catalog deployments and their projects
- Monitor the execution and history of SSIS catalog projects
- Manage your enterprise data integration life cycle through automated tools and utilities

Who This Book Is For
Database professionals working with SQL Server Integration Services in enterprise environments. The book is especially useful to those readers following, or wishing to follow, DevOps practices in their use of SSIS.

Understand and Clear All Your Doubts and Misconceptions About BI (English Edition)

Professional Microsoft SQL Server 2008 Integration Services
Data Analysis with Open Source Tools
Building Metadata-driven Frameworks with Biml, SSIS, and T-SQL
QlikView 11 for Developers
Transit

Focus your efforts on the best opportunities --

Attention all SQL Pros, DAX is not just for writing Excel-based formulas! Get hands-on learning and expert advice on how to use the vast capabilities of the DAX language to solve common data modeling challenges. Beginning DAX with Power BI teaches key concepts such as mapping techniques from SQL to DAX, filtering, grouping, joining, pivoting, and using temporary tables, all aimed at the SQL professional. Join author Philip Seamark as he guides you on a journey through typical business data transformation scenarios and challenges, and teaches you, step-by-step, how to resolve challenges using DAX. Tips, tricks, and shortcuts are included and explained, along with examples of the SQL equivalent, in order to accelerate learning. Examples in the book range from beginner to advanced, with plenty of detailed explanation when walking through each scenario. What You'll Learn Turbocharge your Power BI model by adding advanced DAX programming techniques Know when to use calculated measures versus calculated columns Generate new tables on the fly from existing data Optimize, monitor, and tune Power BI to improve performance of your models Discover new ideas, tricks, and time-saving techniques for better models Who This Book Is For Business intelligence developers, business analysts, or any SQL user who wants to use Power BI as a reporting tool. A solid understanding of SQL is recommended, as examples throughout the book include the DAX equivalents to SQL problem/solution scenarios.

It will be a step-by-step tutorial that will discuss best practices. The book is structured in such a way that it can be read both from start to end or can be dipped into. If you are a developer who is looking to learn a fast and easy way to learn to develop your business intelligence apps with QlikView, then this book is for you. If you are a power-user in a QlikView environment, then you will find quicker ways of working with QlikView. You should know the basics of business intelligence before you pick up this book. This book covers QlikView Desktop Personal Edition. Deployments to QlikView Server/Publisher are out of scope for this book.

The Data Vault was invented by Dan Linstedt at the U.S. Department of Defense, and the standard has been successfully applied to data warehousing projects at organizations of different sizes, from small to large-size corporations. Due to its simplified design, which is adapted from nature, the Data Vault 2.0 standard helps prevent typical data warehousing failures. "Building a Scalable Data Warehouse" covers everything one needs to know to create a scalable data warehouse end to end, including a presentation of the Data Vault modeling technique, which provides the foundations to create a technical data warehouse layer. The book discusses how to build the data warehouse incrementally using the agile Data Vault 2.0 methodology. In addition, readers will learn how to create the input layer (the stage layer) and the presentation layer (data mart) of the Data Vault 2.0 architecture including implementation best practices. Drawing upon years of practical experience and using numerous examples and an easy to understand framework, Dan

Linstedt and Michael Olschimke discuss: How to load each layer using SQL Server Integration Services (SSIS), including automation of the Data Vault loading processes. Important data warehouse technologies and practices. Data Quality Services (DQS) and Master Data Services (MDS) in the context of the Data Vault architecture. Provides a complete introduction to data warehousing, applications, and the business context so readers can get-up and running fast Explains theoretical concepts and provides hands-on instruction on how to build and implement a data warehouse Demystifies data vault modeling with beginning, intermediate, and advanced techniques Discusses the advantages of the data vault approach over other techniques, also including the latest updates to Data Vault 2.0 and multiple improvements to Data Vault 1.0

Practical recipes for building modern ETL solutions to load and transform data from any source

Data Architecture: A Primer for the Data Scientist

Power Query for Power BI and Excel

Building Security in

Agile Data Warehouse Design

Data Professionals at Work

The Biml Book Business Intelligence and Data Warehouse Automation Apress

A friendship between a Sequoia tribal chief and a marine biologist opened up the ancient and bucolic world of the Sequoia River and its people to a group of fishermen from the outside world. Beginning in September 1975 and continuing every fall thereafter, the visitors camped and fished for the magnificent steelhead and salmon of the Sequoia. With powerful influences from their hosts, the tribal chief, and the incredible beauty of the Sequoia River lands, the men bonded unlike any social connection they had known and formed their own tribe. The Irresistibles is the name the men adopted. The forty-five-year memoir has triumph and tragedy, laughter, tears, bawdy behavior, spiritualism, and unexplainable events. A brotherhood like no other was created and lives on in the real-life Irresistibles, whose story comes to life in these pages. It stirs emotions similar to A River Runs Through It and Dances with Wolves.

An easy-to-follow guide full of hands on examples of real-world Analysis Services cube development tasks. Each topic is explained and placed in context, and for the more inquisitive reader, there also more in-depth details of the concepts used. If you are an Analysis Services cube designer wishing to learn more advanced topic and best practices for cube design, this book is for you. You are expected to have some prior experience with Analysis Services cube development.

Renowned DAX experts Alberto Ferrari and Marco Russo teach you how to design data models for maximum efficiency and effectiveness. How can you use Excel and Power BI to gain real insights into your information? As you examine your data, how do you write a formula that provides the numbers you need? The answers to both of these questions lie with the data model. This book introduces the basic techniques for shaping data models in Excel and Power BI. It's meant for readers who are new to data modeling as well as for experienced data modelers looking for tips from the experts. If you want to use Power BI or Excel to analyze data, the many real-world examples in this book will help you look at your reports in a different way—like experienced data modelers do. As you'll soon see, with the right data model, the correct answer is always a simple one! By reading this book, you will: □ Gain an understanding of the basics of data modeling, including

tables, relationships, and keys □ Familiarize yourself with star schemas, snowflakes, and common modeling techniques □ Learn the importance of granularity □ Discover how to use multiple fact tables, like sales and purchases, in a complex data model □ Manage calendar-related calculations by using date tables □ Track historical attributes, like previous addresses of customers or manager assignments □ Use snapshots to compute quantity on hand □ Work with multiple currencies in the most efficient way □ Analyze events that have durations, including overlapping durations □ Learn what data model you need to answer your specific business questions About This Book □ For Excel and Power BI users who want to exploit the full power of their favorite tools □ For BI professionals seeking new ideas for modeling data Microsoft SQL Server 2012 High-Performance T-SQL Using Window Functions

Building a Scalable Data Warehouse with Data Vault 2.0

A Detail Paradigm to Support Azure SQL on Cloud and Dp 300 Study Guide

Get the best out of Power BI by building optimized data models for reporting and business needs

Administering Relational Databases on Microsoft Azure

Training Kit (Exam 70-461): Querying Microsoft SQL Server 2012

SQL Server Integration Services Design Patterns is newly-revised for SQL Server 2014, and is a book of recipes for SQL Server Integration Services (SSIS). Design patterns in the book help to solve common problems encountered when developing data integration solutions. The patterns and solution examples in the book increase your efficiency as an SSIS developer, because you do not have to design and code from scratch with each new problem you face. The book's team of expert authors take you through numerous design patterns that you'll soon be using every day, providing the thought process and technical details needed to support their solutions. SQL Server Integration Services Design Patterns goes beyond the surface of the immediate problems to be solved, delving into why particular problems should be solved in certain ways. You'll learn more about SSIS as a result, and you'll learn by practical example. Where appropriate, the book provides examples of alternative patterns and discusses when and where they should be used. Highlights of the book include sections on ETL Instrumentation, SSIS Frameworks, Business Intelligence Markup Language, and Dependency Services. Takes you through solutions to common data integration challenges Provides examples involving Business Intelligence Markup Language Teaches SSIS using practical examples

Clear your doubts about Business Intelligence and start your new journey KEY FEATURES ● Includes successful methods and innovative ideas to achieve success with BI. ● Vendor-neutral, unbiased, and based on experience. ● Highlights practical challenges in BI journeys. ● Covers financial aspects along with technical aspects. ● Showcases multiple BI organization models and the structure of BI teams. DESCRIPTION The book demystifies misconceptions and misinformation about BI. It provides clarity to almost everything related to BI in a simplified and unbiased way. It covers topics right from the definition of BI, terms used in the BI definition, coinage of BI, details of the different main uses of BI, processes that support the main uses, side benefits, and the level of importance of BI, various types of BI based on various parameters, main phases in the BI journey and the challenges faced in each of the phases in the BI journey. It clarifies myths about self-service BI and real-time BI. The

book covers the structure of a typical internal BI team, BI organizational models, and the main roles in BI. It also clarifies the doubts around roles in BI. It explores the different components that add to the cost of BI and explains how to calculate the total cost of the ownership of BI and ROI for BI. It covers several ideas, including unconventional ideas to achieve BI success and also learn about IBI. It explains the different types of BI architectures, commonly used technologies, tools, and concepts in BI and provides clarity about the boundary of BI w.r.t technologies, tools, and concepts. The book helps you lay a very strong foundation and provides the right perspective about BI. It enables you to start or restart your journey with BI. WHAT YOU WILL LEARN ● Builds a strong conceptual foundation in BI. ● Gives the right perspective and clarity on BI uses, challenges, and architectures. ● Enables you to make the right decisions on the BI structure, organization model, and budget. ● Explains which type of BI solution is required for your business. ● Applies successful BI ideas. WHO THIS BOOK IS FOR This book is a must-read for business managers, BI aspirants, CxOs, and all those who want to drive the business value with data-driven insights. TABLE OF CONTENTS 1. What is Business Intelligence? 2. Why do Businesses need BI? 3. Types of Business Intelligence 4. Challenges in Business Intelligence 5. Roles in Business Intelligence 6. Financials of Business Intelligence 7. Ideas for Success with BI 8. Introduction to IBI 9. BI Architectures 10. Demystify Tech, Tools, and Concepts in BI

Perform more advanced analysis and manipulation of your data beyond what Power BI can do to unlock valuable insights using Python and R Key Features Get the most out of Python and R with Power BI by implementing non-trivial code Leverage the toolset of Python and R chunks to inject scripts into your Power BI dashboards Implement new techniques for ingesting, enriching, and visualizing data with Python and R in Power BI Book Description Python and R allow you to extend Power BI capabilities to simplify ingestion and transformation activities, enhance dashboards, and highlight insights. With this book, you'll be able to make your artifacts far more interesting and rich in insights using analytical languages. You'll start by learning how to configure your Power BI environment to use your Python and R scripts. The book then explores data ingestion and data transformation extensions, and advances to focus on data augmentation and data visualization. You'll understand how to import data from external sources and transform them using complex algorithms. The book helps you implement personal data de-identification methods such as pseudonymization, anonymization, and masking in Power BI. You'll be able to call external APIs to enrich your data much more quickly using Python programming and R programming. Later, you'll learn advanced Python and R techniques to perform in-depth analysis and extract valuable information using statistics and machine learning. You'll also understand the main statistical features of datasets by plotting multiple visual graphs in the process of creating a machine learning model. By the end of this book, you'll be able to enrich your Power BI data models and visualizations using complex algorithms in Python and R. What you will learn Discover best practices for using Python and R in Power BI products Use Python and R to perform complex data manipulations in Power BI Apply data anonymization and data pseudonymization in Power BI Log data and load large datasets in Power BI using Python and R Enrich your Power BI dashboards using external APIs and machine learning models Extract insights from your data using linear optimization and other

algorithmsHandle outliers and missing values for multivariate and time-series dataCreate any visualization, as complex as you want, using R scriptsWho this book is for This book is for business analysts, business intelligence professionals, and data scientists who already use Microsoft Power BI and want to add more value to their analysis using Python and R. Working knowledge of Power BI is required to make the most of this book. Basic knowledge of Python and R will also be helpful. Build efficient and scalable batch and real-time data ingestion pipelines, DevOps continuous integration and deployment pipelines, and advanced analytics solutions on the Azure Data Platform. This book teaches you to design and implement robust data engineering solutions using Data Factory, Databricks, Synapse Analytics, Snowflake, Azure SQL database, Stream Analytics, Cosmos database, and Data Lake Storage Gen2. You will learn how to engineer your use of these Azure Data Platform components for optimal performance and scalability. You will also learn to design self-service capabilities to maintain and drive the pipelines and your workloads. The approach in this book is to guide you through a hands-on, scenario-based learning process that will empower you to promote digital innovation best practices while you work through your organization's projects, challenges, and needs. The clear examples enable you to use this book as a reference and guide for building data engineering solutions in Azure. After reading this book, you will have a far stronger skill set and confidence level in getting hands on with the Azure Data Platform. What You Will Learn Build dynamic, parameterized ELT data ingestion orchestration pipelines in Azure Data Factory Create data ingestion pipelines that integrate control tables for self-service ELT Implement a reusable logging framework that can be applied to multiple pipelines Integrate Azure Data Factory pipelines with a variety of Azure data sources and tools Transform data with Mapping Data Flows in Azure Data Factory Apply Azure DevOps continuous integration and deployment practices to your Azure Data Factory pipelines and development SQL databases Design and implement real-time streaming and advanced analytics solutions using Databricks, Stream Analytics, and Synapse Analytics Get started with a variety of Azure data services through hands-on examples Who This Book Is For Data engineers and data architects who are interested in learning architectural and engineering best practices around ELT and ETL on the Azure Data Platform, those who are creating complex Azure data engineering projects and are searching for patterns of success, and aspiring cloud and data professionals involved in data engineering, data governance, continuous integration and deployment of DevOps practices, and advanced analytics who want a full understanding of the many different tools and technologies that Azure Data Platform provides

Power Query Cookbook

The Biml Book

Data Integration Life Cycle Management with SSIS

Expert Data Modeling with Power BI

A Short Introduction by Example

Software Security

Get a head-start on learning one of SQL Server 2019's latest and most impactful features—Big Data Clusters—that combines large volumes of non-relational data for analysis along with data stored relationally inside a SQL Server database. This book provides a first look at Big Data Clusters based upon SQL Server 2019 Release Candidate 1. Start now and get a jump on your competition in learning this important new feature. Big Data Clusters is a feature set covering data virtualization, distributed computing, and relational databases and provides a complete AI platform across the entire cluster environment. This book shows you how to deploy, manage, and use Big Data Clusters. For example, you will learn how to combine data stored on the HDFS file system together with data stored inside the SQL Server instances that make up the Big Data Cluster. Filled with clear examples and use cases, this book provides everything necessary to get started working with Big Data Clusters in SQL Server 2019 using Release Candidate 1. You will learn about the architectural foundations that are made up from Kubernetes, Spark, HDFS, and SQL Server on Linux. You then are shown how to configure and deploy Big Data Clusters in on-premises environments or in the cloud. Next, you are taught about querying. You will learn to write queries in Transact-SQL—taking advantage of skills you have honed for years—and with those queries you will be able to examine and analyze data from a wide variety of sources such as Apache Spark. Through the theoretical foundation provided in this book and easy-to-follow example scripts and notebooks, you will be ready to use and unveil the full potential of SQL Server 2019: combining different types of data spread across widely disparate sources into a single view that is useful for business intelligence and machine learning analysis. What You Will Learn

- Install, manage, and troubleshoot Big Data Clusters in cloud or on-premise environments
- Analyze large volumes of data directly from SQL Server and/or Apache Spark
- Manage data stored in HDFS from SQL Server as if it were relational data
- Implement advanced analytics solutions through machine learning and AI
- Expose different data sources as a single logical source using data virtualization

Who This Book Is For For data engineers, data scientists, data architects, and database administrators who want to employ data virtualization and big data analytics in their environment

The writing of this book was a collaborative effort taken up by 7 very talented IT professionals. All too often, books like this get derailed due to some, but usually most, of the authors getting bogged down by work, life, family, health, or some other unexpected ordeal. So, it needs to be acknowledged that these authors can be relied upon to complete the things they commit to. Despite their collective talent, this book would not have been possible without the expert advice and guidance from MVPDays Publishing. This book was their idea, and they have guided its progress from the beginning. Dave has provided excellent advice and just the right amount of cajoling to keep us all on track. Finally, the third leg of this structure is our sponsor. SentryOne has provided the light at the end of the tunnel that gives us all hope that the many hours spent after work (and family), is not all in vain. The avenues for distribution that they are providing was necessary for all of us to justify our efforts. Thank you to all for your contributions to this book. Without any one of you, this book would not have been possible.

Describes how to put software security into practice, covering such topics as risk management frameworks, architectural risk analysis, security testing, and penetration testing.

Learn to automate SQL Server operations using a framework built from a combination of metadata-driven stored procedures, SQL Server Integration Services (SSIS), and Business Intelligence Markup Language (Biml). Bring all the power of Transact-SQL (T-SQL) and Microsoft .NET to bear on your repetitive data, data integration, and ETL processes. Do this for no added cost over what you've already spent on licensing SQL Server. The tools and methods from this book may be applied to on-premises and Azure SQL Server instances. The SSIS

framework from this book works in Azure Data Factory (ADF) and provides DevOps personnel the ability to execute child packages outside a project—functionality not natively available in SSIS. Frameworks reduce the time required to deliver enterprise functionality. You'll learn in this book how frameworks also improve code quality by using metadata to drive processes. Much of the work performed by data professionals can be classified as “drudge work”—tasks that are repetitive and template-based. The frameworks-based approach shown in this book helps you to avoid that drudgery by turning repetitive tasks into “one and done” operations. Frameworks as described in this book also support enterprise DevOps with built-in logging functionality. What You Will Learn Create a stored procedure framework to automate SQL process execution Base your framework on a working system of stored procedures and execution logging Create an SSIS framework to reduce the complexity of executing multiple SSIS packages Deploy stored procedure and SSIS frameworks to Azure Data Factory environments in the cloud Who This Book is For Database administrators and developers who are involved in enterprise data projects built around stored procedures and SQL Server Integration Services (SSIS). Readers should have a background in programming along with a desire to optimize their data efforts by implementing repeatable processes that support enterprise DevOps.

Use effective and powerful queries in Power BI Desktop and Dataflows to prepare and transform your data

Microsoft SQL Server 2014 Unleashed

T-SQL Querying

SQL Server Data Automation through Frameworks

Business Intelligence Demystified

Threat Modeling

Enjoy reading interviews with more than two dozen data professionals to see a picture of what it ' s like to work in the industry managing and analyzing data, helping you to know what it takes to move from your current expertise into one of the fastest growing areas of technology today. Data is the hottest word of the century, and data professionals are in high demand. You may already be a data professional such as a database administrator or business intelligence analyst. Or you may be one of the many people who want to work as a data professional, and are curious how to get there. Either way, this collection helps you understand how data professionals work, what makes them successful, and what they do to keep up. You ' ll find interviews in this book with database administrators, database programmers, data architects, business intelligence professionals, and analytics professionals. Interviewees work across industry sectors ranging from healthcare and banking to finance and transportation and beyond. Each chapter illuminates a successful professional at the top of their game, who shares what helped them get to the top, and what skills and attitudes combine to make them successful in their respective fields. Interviewees in the book include: Mindy Curnutt, Julie Smith, Kenneth Fisher, Andy Leonard, Jes Borland, Kevin Feasel, Ginger Grant, Vicky Harp, Kendra Little, Jason Brimhall, Tim Costello, Andy Mallon, Steph Locke, Jonathan Stewart, Joseph Sack, John Q. Martin, John Morehouse, Kathi Kellenberger, Argenis Fernandez, Kirsten Benzel, Tracy Boggiano, Dave Walden, Matt Gordon, Jimmy May, Drew

Furgiuele, Marlon Ribunal, and Joseph Fleming. All of them have been successful in their careers, and share their perspectives on working and succeeding in the field as data and database professionals. What You'll Learn Stand out as an outstanding professional in your area of data work by developing the right set of skills and attitudes that lead to success Avoid common mistakes and pitfalls, and recover from operational failures and bad technology decisions Understand current trends and best practices, and stay out in front as the field evolves Break into working with data through database administration, business intelligence, or any of the other career paths represented in this book Manage stress and develop a healthy work-life balance no matter which career path you decide upon Choose a suitable path for yourself from among the different career paths in working with data Who This Book Is For Database administrators and developers, database and business intelligence architects, consultants, and analytic professionals, as well as those intent on moving into one of those career paths. Aspiring data professionals and those in related technical fields who want to make a move toward managing or analyzing data on a full-time basis will find the book useful. Existing data professionals who want to be outstanding and successful at what they do will also appreciate the book's advice and guidance.

This book is ideal for IT professionals who have some experience with SQL Server or Database but are looking for a rich hands-on resource with guidance to explore each of the Azure SQL administrator concepts and the solutions the cloud provider offers. The book is primarily designed for Cloud DBAs (with ample knowledge of SQL server) who are new to Azure and want to have a solid start and get an in-depth glimpse on advanced topics that will help them to solve day-to-day issues plus effectively support the Azure databases. Administering Relational Databases on Microsoft Azure takes readers through a complete tour of understanding fundamental Azure concepts, Azure SQL administration, Azure Management tools, and techniques. This book will give an edge over to clear DP 300 exam. Increasingly, we continue to flood with information about the importance of the cloud. Cloud computing is everywhere, but not everyone knows exactly what it is and where to get started. We try to focus more on Azure SQL and give you the foundational understanding of what the cloud really is and tell you how some of these cloud technologies can work for you, and direct you to improve your knowledge and get certified with hassle-free learning. If you find it is for you, you will pick up useful tricks and tips for making a move to the cloud as seamless as possible. It is never too late to turn the corner from "On-premise DBA" to "Cloud DBA specialist". In most technical discussions, we see a vast gap in cloud adoption and the reality of absorption. There is always a need to learn the Next-Gen technology. In this book, you explore the importance of understanding and managing cloud databases and the skills you must build around the Cloud to face the cloud DBA certification. In addition, along the way, you will pick up great interesting insights, real-

time scenarios and fundamentals, concepts of Cloud, cloud management tools, test cases, and several practice solutions.

Leverage your source data from hundreds of different connections, perform millions of different transformations, and easily manage highly complex data lifecycles with Power Query Key Features Collect, combine, and transform data using Power Query's data connectivity and data preparation features Overcome the problems faced while accessing data from multiple sources and reshape it to meet your business requirements Explore how the M language can be used to write your own customized solutions

Book Description Power Query is a data preparation tool that enables data engineers and business users to connect, reshape, enrich, and transform their data to facilitate relevant business insights and analysis. With Power Query's wide range of features, you can perform no-code transformations and complex M code functions at the same time to get the most out of your data. This Power Query book will help you to connect to data sources, achieve intuitive transformations, and get to grips with preparation practices. Starting with a general overview of Power Query and what it can do, the book advances to cover more complex topics such as M code and performance optimization. You'll learn how to extend these capabilities by gradually stepping away from the Power Query GUI and into the M programming language. Additionally, the book also shows you how to use Power Query Online within Power BI Dataflows. By the end of the book, you'll be able to leverage your source data, understand your data better, and enrich it with a full stack of no-code and custom features that you'll learn to design by yourself for your business requirements. What you will learn

Understand how to use Power Query to connect and explore data
Explore ways to reshape and enrich data
Discover the potential of Power Query across the Microsoft platform
Build complex and custom transformations
Use M code to write new queries against data sources
Use the Power Query Online tool within Power BI Dataflows
Implement best practices such as reusing dataflows, optimizing expanding table operations, and field mapping

Who this book is for This book is for data analysts, BI developers, data engineers, and anyone looking for a desk reference guide to learn how Power Query can be used with different Microsoft products to handle data of varying complexity. Beginner-level knowledge of Power BI and the M Language will help you to get the best out of this book.

T-SQL insiders help you tackle your toughest queries and query-tuning problems Squeeze maximum performance and efficiency from every T-SQL query you write or tune. Four leading experts take an in-depth look at T-SQL 's internal architecture and offer advanced practical techniques for optimizing response time and resource usage. Emphasizing a correct understanding of the language and its foundations, the authors present unique solutions they have spent years developing and refining. All code and techniques are fully updated to reflect new T-SQL enhancements in

Microsoft SQL Server 2014 and SQL Server 2012. Write faster, more efficient T-SQL code: Move from procedural programming to the language of sets and logic Master an efficient top-down tuning methodology Assess algorithmic complexity to predict performance Compare data aggregation techniques, including new grouping sets Efficiently perform data-analysis calculations Make the most of T-SQL ' s optimized bulk import tools Avoid date/time pitfalls that lead to buggy, poorly performing code Create optimized BI statistical queries without additional software Use programmable objects to accelerate queries Unlock major performance improvements with In-Memory OLTP Master useful and elegant approaches to manipulating graphs About This Book For experienced T-SQL practitioners Includes coverage updated from Inside Microsoft SQL Server 2008 T-SQL Querying and Inside Microsoft SQL Server 2008 T-SQL Programming Valuable to developers, DBAs, BI professionals, and data scientists Covers many MCSE 70-464 and MCSA/MCSE 70-461 exam topics

Analyzing Data with Power BI and Power Pivot for Excel

A Hands-On Guide for Programmers and Data Scientists

ETL with Azure Cookbook

The Irresistibles