

## Business Analytics Data Analysis Decision Making

SO MANY PEOPLE DREAM OF BECOMING THEIR OWN BOSS OR SUCCEEDING IN THEIR CHOSEN PROFESSION, AND WITH THE RESOURCES AVAILABLE TODAY, MORE ENTREPRENEURS AND PROFESSIONALS ARE ACHIEVING GREAT SUCCESS! HOWEVER, SUCCESS SHOULD BE DEFINED FOR THE LONG TERM, AND AS OPPORTUNITIES START TO GROW, SO DOES THE COMPETITION. Getting your business up and running or starting on your career path is one thing, but have a sustainable business or career is completely another. Many people make the mistake of making plans but having no follow-through. This is where analytics comes in. Don't you wish to have the power to know what your target consumers are thinking? Won't you want to have a preview of what future trends to expect in the market you are in? Well, this book is just the one you need. This book will teach you, in simple and easy-to-understand terms, how to take advantage of data from your daily operations and make such data a powerful tool that can influence how well your business does over time.

Less than 0.5 per cent of all data is currently analysed and used. However, business leaders and managers cannot afford to be unconcerned or sceptical about data. Data is revolutionizing the way we work and it is the companies that view data as a strategic asset that will survive and thrive. Bernard Marr's Data Strategy is a must-have guide to creating a robust data strategy. Explaining how to identify your strategic data needs, what methods to use to collect the data and, most importantly, how to translate your data into organizational insights for improved business decision-making and performance, this is essential reading for anyone aiming to leverage the value of their business data and gain competitive advantage. Packed with case studies and real-world examples, advice on how to build data competencies in an organization and crucial coverage of how to ensure your data doesn't become a liability, Data Strategy will equip any organization with the tools and strategies it needs to profit from big data, analytics and the Internet of Things.

This laboratory manual is intended for business analysts who wish to increase their skills in the use of statistical analysis to support business decisions. Most of the case studies use Excel, today's most common analysis tool. They range from the most basic descriptive analytical techniques to more advanced techniques such as linear regression and forecasting. Advanced projects cover inferential statistics for continuous variables (t-Test) and categorical variables (chi-square), as well as A/B testing. The manual ends with techniques to deal with the analysis of text data and tools to manage the analysis of large data sets (Big Data) using Excel. Includes companion files with solution spreadsheets, sample files, data sets, etc. from the book. Features: Teaches the statistical analysis skills needed to support business decisions Provides projects ranging from the most basic descriptive analytical techniques to more advanced techniques such as linear regression, forecasting, inferential statistics, and analyzing big data sets Includes companion files with solution spreadsheets, sample files, data sets, etc. used in the book's case studies

Includes bibliographical references and index.

Key Business Analytics will help managers apply tools to turn data into insights that help them better understand their customers, optimize their internal processes and identify cost savings and growth opportunities. It includes analysis techniques within the following categories: Financial analytics – cashflow, profitability, sales forecasts Market analytics – market size, market trends, marketing channels Customer analytics – customer lifetime values, social media, customer needs Employee analytics – capacity, performance, leadership Operational analytics – supply chains, competencies, environmental impact Bare business analytics – sentiments, text, correlations Each tool will follow the bestselling Key format of being 5-6 pages long, broken into short sharp advice on the essentials: What is it? When should I use it? How do I use it? Tips and pitfalls Further reading This essential toolkit also provides an invaluable section on how to gather original data yourself through surveys, interviews, focus groups, etc. For undergraduate and graduate level courses that combines introductory statistics with data analysis or decision modeling. A pragmatic approach to statistics, data analysis and decision modeling. Statistics, Data Analysis & Decision Modeling focuses on the practical understanding of its topics, allowing readers to develop conceptual insight on fundamental techniques and theories. Evans' dedication to present material in a simple and straightforward fashion is ideal for student comprehension.

Responding to a shortage of effective content for teaching business analytics, this text offers a complete, integrated package of knowledge for newcomers to the subject. The authors present an up-to-date view of what business analytics is, why it is so valuable, and most importantly, how it is used. They combine essential conceptual content with clear explanations of the tools, techniques, and methodologies actually used to implement modern business analytics initiatives. This book offers a proven step-wise approach to designing an analytics program, and successfully integrating it into your organization, so it effectively provides intelligence for competitive advantage in decision making.

Business Analytics, Second Edition teaches the fundamental concepts of the emerging field of business analytics and provides vital tools in understanding how data analysis works in today's organizations. Students will learn to apply basic business analytics principles, communicate with analytics professionals, and effectively use and interpret analytic models to make better business decisions. Included access to commercial grade analytics software gives students real-world experience and career-focused value. Author James Evans takes a balanced, holistic approach and looks at business analytics from descriptive, and predictive perspectives.

Become a master of data analysis, modeling, and spreadsheet use with BUSINESS ANALYTICS: DATA ANALYSIS AND DECISION MAKING, 5E! This quantitative methods text provides users with the tools to succeed with a teach-by-example approach, student-friendly writing style, and complete Excel 2013 integration. It is also compatible with Excel 2010 and 2007. Problem sets and cases provide realistic examples to show the relevance of the material. The Companion Website includes: the Palisade DecisionTools Suite (@RISK, StatTools, PrecisionTree, TopRank, RISKOptimizer, NeuralTools, and Evolver); SolverTable, which allows you to do sensitivity analysis; data and solutions files, PowerPoint slides, and tutorial videos.

Make Better Decisions, Leverage New Opportunities, and Automate Decisioning at Scale Prescriptive analytics is more directly linked to successful decision-making than any other form of business analytics. It can help you systematically sort through your choices to optimize decisions, respond to new opportunities and risks with precision, and continually reflect new information into your decisioning process. In Prescriptive Analytics, analytics expert Dr. Dursun Delen illuminates the field's state-of-the-art methods, offering holistic insight for both professionals and students. Delen's end-to-end, all-inclusive approach covers optimization, simulation, multi-criteria decision-making methods, inference- and heuristic-based decisioning, and more. Balancing theory and practice, he presents intuitive conceptual illustrations, realistic example problems, and real-world

case studies—all designed to deliver knowledge you can use. Discover where prescriptive analytics fits and how it improves decision-making Identify optimal solutions for achieving an objective within real-world constraints Analyze complex systems via Monte-Carlo, discrete, and continuous simulations Apply powerful multi-criteria decision-making and mature expert systems and case-based reasoning Preview emerging techniques based on deep learning and cognitive computing

Business Analytics for Decision Making, the first complete text suitable for use in introductory Business Analytics courses, establishes a national syllabus for an emerging first course at an MBA or upper undergraduate level. This timely text is mainly about model analytics, particularly analytics for constrained optimization. It uses implementations that allow students to explore models and data for the sake of discovery, understanding, and decision making. Business analytics is about using data and models to solve various kinds of decision problems. There are three aspects for those who want to make the most of their analytics: encoding, solution design, and post-solution analysis. This textbook addresses all three. Emphasizing the use of constrained optimization models for decision making, the book concentrates on post-solution analysis of models. The text focuses on computationally challenging problems that commonly arise in business environments. Unique among business analytics texts, it emphasizes using heuristics for solving difficult optimization problems important in business practice by making best use of methods from Computer Science and Operations Research. Furthermore, case studies and examples illustrate the real-world applications of these methods. The authors supply examples in Excel®, GAMS, MATLAB®, and OPL. The metaheuristics code is also made available at the book's website in a documented library of Python modules, along with data and material for homework exercises. From the beginning, the authors emphasize analytics and de-emphasize representation and encoding so students will have plenty to sink their teeth into regardless of their computer programming experience.

ESSENTIALS OF BUSINESS ANALYTICS, 2e can be used by students who have previously taken a course on basic statistical methods as well as students who have not had a prior course in statistics. The expanded material in the second edition of Essentials of Business Analytics also makes it amenable to a two-course sequence in business statistics and analytics. All statistical concepts contained in this textbook are presented from a business analytics perspective using practical business examples. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

"Become a master of data analysis, modeling, and spreadsheet use with BUSINESS ANALYTICS: DATA ANALYSIS AND DECISION MAKING, 6E! This popular quantitative methods text helps you maximize your success with its proven teach-by-example approach, student-friendly writing style, and complete Excel 2016 integration. (It is also compatible with Excel 2013, 2010, and 2007.) The text devotes three online chapters to advanced statistical analysis. Chapters on data mining and importing data into Excel emphasize tools commonly used under the Business Analytics umbrella -- including Microsoft Excel's "Power BI" suite. Up-to-date problem sets and cases demonstrate how chapter concepts relate to real-world practice. In addition, the Companion Website includes data and solutions files, PowerPoint slides, SolverTable for sensitivity analysis, and the Palisade DecisionTools Suite (@RISK, BigPicture, StatTools, PrecisionTree, TopRank, RISKOptimizer, NeuralTools, and Evolver)."--from Publisher.

Public Policy Analytics: Code & Context for Data Science in Government teaches readers how to address complex public policy problems with data and analytics using reproducible methods in R. Each of the eight chapters provides a detailed case study, showing readers: how to develop exploratory indicators; understand 'spatial process' and develop spatial analytics; how to develop 'useful' predictive analytics; how to convey these outputs to non-technical decision-makers through the medium of data visualization; and why, ultimately, data science and 'Planning' are one and the same. A graduate-level introduction to data science, this book will appeal to researchers and data scientists at the intersection of data analytics and public policy, as well as readers who wish to understand how algorithms will affect the future of government.

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So you're not a numbers person? No worries! You say that you can't understand how to read, let alone implement, these complex software programs that crunch all the data and spit out . . . more data? Not a problem either! There is a costly misconception in business today--that the only data that matters is BIG data, and that elaborate tools and data scientists are required to extract any practical information. But actually, nothing could be further from the truth. In Behind Every Good Decision, authors and analytics experts Piyanka Jain and Puneet Sharma demystify the process of business analytics and demonstrate how professionals at any level can take the information at their disposal and in only five simple steps--using only Excel as a tool!--make the decision necessary to increase revenue, decrease costs, improve product, or whatever else is being asked of them at that time. Readers will learn how to:

- Clarify the business question
- Lay out a hypothesis-driven plan
- Pull relevant data
- Convert it to insights
- Make decisions that make an impact

Packed with examples and exercises, this refreshingly accessible book explains the four fundamental analytic techniques that can help solve a surprising 80 percent of all business problems. It doesn't take a numbers person to know that is a formula you need!

The availability of big data, low-cost commodity hardware, and new information management and analytic software have produced a unique moment in the history of data analysis. The convergence of these trends means that we have the capabilities required to analyze astonishing data sets quickly and cost-effectively for the first time in history. They represent a genuine leap forward and a clear opportunity to realize enormous gains in terms of efficiency, productivity, revenue, and profitability especially in digital marketing. Data plays a huge role in understanding valuable insights about target demographics and customer preferences. From every interaction with technology, regardless of whether it is active or passive, we are creating new data that can describe us. If analyzed correctly, these data points can explain a lot about our behavior, personalities, and life events. Companies can leverage these insights for product improvements, business strategy, and marketing campaigns to cater to the target customers. Big Data Analytics for Improved Accuracy, Efficiency, and Decision Making in Digital Marketing aids understanding of big data in terms of digital marketing for meaningful analysis of information that can improve marketing efforts and strategies using the latest digital techniques. The chapters cover a wide array of essential marketing topics and techniques, including search engine marketing, consumer behavior, social media marketing, online advertising, and how they

interact with big data. This book is essential for professionals and researchers working in the field of analytics, data, and digital marketing, along with marketers, advertisers, brand managers, social media specialists, managers, sales professionals, practitioners, researchers, academicians, and students looking for the latest information on how big data is being used in digital marketing strategies.

Become a master of data analysis, modeling, and spreadsheet use with *BUSINESS ANALYTICS: DATA ANALYSIS AND DECISION MAKING, 5E!* This quantitative methods text provides users with the tools to succeed with a teach-by-example approach, student-friendly writing style, and complete Excel 2013 integration. It is also compatible with Excel 2010 and 2007. Problem sets and cases provide realistic examples to show the relevance of the material. The Companion Website includes: the Palisade DecisionTools Suite (@RISK, StatTools, PrecisionTree, TopRank, RISKOptimizer, NeuralTools, and Evolver); SolverTable, which allows you to do sensitivity analysis; data and solutions files, PowerPoint slides, and tutorial videos. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

With the rise in data science development, we now have many remarkable techniques and tools to extend data analysis from numeric and categorical data to textual data. Sifting through the open-ended responses from a survey, for example, was an arduous process when performed by hand. Using a case study approach, this book was written for business analysts who wish to increase their skills in extracting answers for text data in order to support business decision making. Most of the exercises use Excel, today's most common analysis tool, and R, a popular analytic computer environment. The techniques covered range from the most basic text analytics, such as key word analysis, to more sophisticated techniques, such as topic extraction and text similarity scoring. Companion files with numerous datasets are included for use with case studies and exercises. FEATURES: Organized by tool or technique, with the basic techniques presented first and the more sophisticated techniques presented later Uses Excel and R for datasets in case studies and exercises Features the CRISP-DM data mining standard with early chapters for conducting the preparatory steps in data mining Companion files with numerous datasets and figures from the text.

This book aims to explain Data Analytics towards decision making in terms of models and algorithms, theoretical concepts, applications, experiments in relevant domains or focused on specific issues. It explores the concepts of database technology, machine learning, knowledge-based system, high performance computing, information retrieval, finding patterns hidden in large datasets and data visualization. Also, it presents various paradigms including pattern mining, clustering, classification, and data analysis. Overall aim is to provide technical solutions in the field of data analytics and data mining. Features: Covers descriptive statistics with respect to predictive analytics and business analytics. Discusses different data analytics platforms for real-time applications. Explain SMART business models. Includes algorithms in data sciences alongwith automated methods and models. Explores varied challenges encountered by researchers and businesses in the realm of real-time analytics. This book aims at researchers and graduate students in data analytics, data sciences, data mining, and signal processing.

Gain the competitive edge with the smart use of business analytics In today's volatile business environment, the strategic use of business analytics is more important than ever. A Practitioners Guide to Business Analytics helps you get the organizational commitment you need to get business analytics up and running in your company. It provides solutions for meeting the strategic challenges of applying analytics, such as: Integrating analytics into decision making, corporate culture, and business strategy Leading and organizing analytics within the corporation Applying statistical qualifications, statistical diagnostics, and statistical review Providing effective building blocks to support analytics—statistical software, data collection, and data management Randy Bartlett, Ph.D., is Chief Statistical Officer of the consulting company Blue Sigma Analytics. He currently works with Infosys, where he has helped build their new Business Analytics practice.

Master data analysis, modeling, and spreadsheet use with *BUSINESS ANALYTICS: DATA ANALYSIS AND DECISION MAKING, 6E!* Popular with students, instructors, and practitioners, this quantitative methods text delivers the tools to succeed with its proven teach-by-example approach, user-friendly writing style, and complete Excel 2016 integration. It is also compatible with Excel 2013, 2010, and 2007. Completely rewritten, Chapter 17, Data Mining, and Chapter 18, Importing Data into Excel, include increased emphasis on the tools commonly included under the Business Analytics umbrella -- including Microsoft Excel's "Power BI" suite. In addition, up-to-date problem sets and cases provide realistic examples to show the relevance of the material. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

From Data to Decision: A Handbook for the Modern Business Analyst provides readers with a comprehensive guide to understanding the inherent value of business analytics, building critical skill sets to conduct effective analyses, deriving valuable insight from analyses, and guiding management and other personnel toward well-informed, strategic decisions that bolster the health of a company or organization. The text begins with a chapter that outlines the rise of analytics as a dedicated discipline, its role in business decision-making, and various types of analyses. Additional chapters introduce readers to data strategy, a framework for and process for analytics, and how to apply insights for maximum impact within companies and organizations. Students examine analysis methods including linear regression, logistic regression, decision trees, multi-dimensional scaling, factor analysis, text analytics, time-series analysis, and neural nets. Throughout, readers are challenged to connect the dots between analysis and its effective application within business settings. A robust guide to modern analysis, From Data to Decision is an ideal textbook for courses in business and analytics, and suitable for both undergraduate and graduate studies. For a look at the specific features and benefits of From Data to Decision, visit [cognella.com/from-data-to-decision-features-and-benefits](http://cognella.com/from-data-to-decision-features-and-benefits).

ALERT: Before you purchase, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. Several versions of Pearson's MyLab & Mastering products exist for each title, including customized versions for individual schools, and registrations are not transferable. In addition, you may need a CourseID, provided by your instructor, to register for and use Pearson's MyLab & Mastering products. Packages Access codes for Pearson's MyLab & Mastering products may not be included when purchasing or renting from companies other than Pearson; check with the seller before completing your purchase. Used or rental books If you rent or purchase a used book with an access code, the access code may have been redeemed previously and you may have to purchase a new access code. Access codes Access codes that are purchased from sellers other than Pearson carry a higher risk of being either the wrong ISBN or a previously redeemed code. Check with the seller prior to purchase. -- In *Statistics for Business: Decision Making and Analysis*, authors Robert Stine and Dean Foster of the University of Pennsylvania's Wharton School, take a sophisticated approach to teaching statistics in the context of making good business decisions. The authors show students how to recognize and understand each business question, use statistical tools to do the analysis, and how to communicate their results clearly and concisely. In addition to providing cases and real data to demonstrate real business situations, this text provides resources to support understanding and engagement. A successful problem-solving framework in the 4-M Examples (Motivation, Method, Mechanics, Message) model a clear outline for solving problems, new What Do You Think questions give students an

opportunity to stop and check their understanding as they read, and new learning objectives guide students through each chapter and help them to review major goals. Software Hints provide instructions for using the most up-to-date technology packages. The Second Edition also includes expanded coverage and instruction of Excel® 2010.

Multiple Criteria Decision Making (MCDM) is a subfield of Operations Research, dealing with decision making problems. A decision-making problem is characterized by the need to choose one or a few among a number of alternatives. The field of MCDM assumes special importance in this era of Big Data and Business Analytics. In this volume, the focus will be on modelling-based tools for Business Analytics (BA), with exclusive focus on the sub-field of MCDM within the domain of operations research. The book will include an Introduction to Big Data and Business Analytics, and challenges and opportunities for developing MCDM models in the era of Big Data.

This book deals with Business Analytics (BA) - an emerging area in modern business decision making. Business analytics is a data driven decision making approach that uses statistical and quantitative analysis along with data mining, management science, and fact-based data to measure past business performance to guide an organization in business planning and effective decision making. Business Analytics tools are also used to predict future business outcomes with the help of forecasting and predictive modeling. In this age of technology, massive amount of data are collected by companies. Successful companies use their data as an asset and use them for competitive advantage. Business Analytics is helping businesses in making informed business decisions and automating and optimizing business processes. Successful business analytics depends on the quality of data. Skilled analysts, who understand the technologies and their business, use business analytics tools as an organizational commitment to data-driven decision making.

Don't let a fear of numbers hold you back. Today's business environment brings with it an onslaught of data. Now more than ever, managers must know how to tease insight from data--to understand where the numbers come from, make sense of them, and use them to inform tough decisions. How do you get started? Whether you're working with data experts or running your own tests, you'll find answers in the HBR Guide to Data Analytics Basics for Managers. This book describes three key steps in the data analysis process, so you can get the information you need, study the data, and communicate your findings to others. You'll learn how to: Identify the metrics you need to measure Run experiments and A/B tests Ask the right questions of your data experts Understand statistical terms and concepts Create effective charts and visualizations Avoid common mistakes

In the era of social connectedness, people are becoming increasingly enthusiastic about interacting, sharing, and collaborating through online collaborative media. However, conducting sentiment analysis on these platforms can be challenging, especially for business professionals who are using them to collect vital data. Sentiment Analysis and Knowledge Discovery in Contemporary Business is an essential reference source that discusses applications of sentiment analysis as well as data mining, machine learning algorithms, and big data streams in business environments. Featuring research on topics such as knowledge retrieval and knowledge updating, this book is ideally designed for business managers, academicians, business professionals, researchers, graduate-level students, and technology developers seeking current research on data collection and management to drive profit.

"While business analytics sounds like a complex subject, this book provides a clear and non-intimidating overview of the topic. Following its advice will ensure that your organization knows the analytics it needs to succeed, and uses them in the service of key strategies and business processes. You too can go beyond reporting!"—Thomas H. Davenport, President's Distinguished Professor of IT and Management, Babson College; coauthor, *Analytics at Work: Smarter Decisions, Better Results* Deliver the right decision support to the right people at the right time Filled with examples and forward-thinking guidance from renowned BA leaders Gert Laursen and Jesper Thorlund, *Business Analytics for Managers* offers powerful techniques for making increasingly advanced use of information in order to survive any market conditions. Take a look inside and find: Proven guidance on developing an information strategy Tips for supporting your company's ability to innovate in the future by using analytics Practical insights for planning and implementing BA How to use information as a strategic asset Why BA is the next stepping-stone for companies in the information age today Discussion on BA's ever-increasing role Improve your business's decision making. Align your business processes with your business's objectives. Drive your company into a prosperous future. Taking BA from buzzword to enormous value-maker, *Business Analytics for Managers* helps you do it all with workable solutions that will add tremendous value to your business.

*Customer and Business Analytics: Applied Data Mining for Business Decision Making Using R* explains and demonstrates, via the accompanying open-source software, how advanced analytical tools can address various business problems. It also gives insight into some of the challenges faced when deploying these tools. Extensively classroom-tested, the text is ideal for students in customer and business analytics or applied data mining as well as professionals in small- to medium-sized organizations. The book offers an intuitive understanding of how different analytics algorithms work. Where necessary, the authors explain the underlying mathematics in an accessible manner. Each technique presented includes a detailed tutorial that enables hands-on experience with real data. The authors also discuss issues often encountered in applied data mining projects and present the CRISP-DM process model as a practical framework for organizing these projects. Showing how data mining can improve the performance of organizations, this book and its R-based software provide the skills and tools needed to successfully develop advanced analytics capabilities.

Written by renowned data science experts Foster Provost and Tom Fawcett, *Data Science for Business* introduces the fundamental principles of data science, and walks you through the "data-analytic thinking" necessary for extracting useful knowledge and business value from the data you collect. This guide also helps you understand the many data-mining techniques in use today. Based on an MBA course Provost has taught at New York University over the past ten years, *Data Science for Business* provides examples of real-world business problems to illustrate these principles. You'll not only learn how to improve communication between business stakeholders and data scientists, but also how participate intelligently in your company's data science projects. You'll also discover how to think data-analytically, and fully appreciate how data science methods can support business decision-making. Understand how data science fits in your organization—and how you can use it for competitive advantage Treat data as a business asset that requires careful investment if you're to gain real value Approach business problems data-analytically, using the data-mining process to gather good data in the most appropriate way Learn general concepts for actually extracting knowledge from data Apply data science principles when interviewing data science job candidates

Business Analytics: A Data-Driven Decision Making Approach for Business-Part I, provides an overview of business analytics (BA), business intelligence (BI), and the role and importance of these in the modern business decision-making. The book discusses all these areas along with three main analytics categories: (1) descriptive, (2) predictive, and (3) prescriptive analytics with their tools and applications in business. This volume focuses on descriptive analytics that involves the use of descriptive and visual or graphical methods, numerical methods, as well as data analysis tools, big data applications, and the use of data dashboards to understand business performance. The highlights of this volume are: Business analytics at a glance; Business intelligence (BI), data analytics; Data, data types, descriptive analytics; Data visualization tools; Data visualization with big data; Descriptive analytics-numerical methods; Case analysis with computer applications.

Marketing research in modern business has developed to include more than just data analytics. Today, an emerging interest within scientific marketing researches is the movement away from consumer research toward the use of direct neuroscientific approaches called neuromarketing. For companies to be profitable, they need to utilize the neuromarketing approach to understand how consumers view products and react to marketing, both consciously and unconsciously. Analyzing the Strategic Role of Neuromarketing and Consumer Neuroscience is a key reference source that provides relevant theoretical frameworks and the latest empirical research findings in the neuromarketing field. While highlighting topics such as advertising technologies, consumer behavior, and digital marketing, this publication explores cognitive practices and the methods of engaging customers on a neurological level. This book is ideally designed for marketers, advertisers, product developers, brand managers, consumer behavior analysts, consumer psychologists, managers, executives, behaviorists, business professionals, neuroscientists, academicians, and students.

Master data analysis, modeling, and spreadsheet use with DATA ANALYSIS AND DECISION MAKING WITH MICROSOFT EXCEL! With a teach-by-example approach, student-friendly writing style, and complete Excel integration, this quantitative methods text provides you with the tools you need to succeed. Margin notes, boxed-in definitions and formulas in the text, enhanced explanations in the text itself, and stated objectives for the examples found throughout the text make studying easy. Problem sets and cases provide realistic examples that enable you to see the relevance of the material to your future as a business leader. The CD-ROMs packaged with every new book include the following add-ins: the Palisade Decision Tools Suite (@RISK, StatTools, PrecisionTree, TopRank, and RISKOptimizer); and SolverTable, which allows you to do sensitivity analysis. All of these add-ins have been revised for Excel 2007.

Data Science for Business and Decision Making covers both statistics and operations research while most competing textbooks focus on one or the other. As a result, the book more clearly defines the principles of business analytics for those who want to apply quantitative methods in their work. Its emphasis reflects the importance of regression, optimization and simulation for practitioners of business analytics. Each chapter uses a didactic format that is followed by exercises and answers. Freely-accessible datasets enable students and professionals to work with Excel, Stata Statistical Software®, and IBM SPSS Statistics Software®. Combines statistics and operations research modeling to teach the principles of business analytics Written for students who want to apply statistics, optimization and multivariate modeling to gain competitive advantages in business Shows how powerful software packages, such as SPSS and Stata, can create graphical and numerical outputs

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