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The Data and Analytics Playbook: Proven Methods for Governed Data and Analytic Quality explores the way in which data continues to dominate budgets, along with the varying efforts made across a variety of business enablement projects, including applications, web and mobile computing, big data analytics, and traditional data integration. The book teaches readers how to use proven methods and accelerators to break through data obstacles to provide faster, higher quality delivery of mission critical programs. Drawing upon

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years of practical experience, and using numerous examples and an easy to understand playbook, Lowell Fryman, Gregory Lampshire, and Dan Meers discuss a simple, proven approach to the execution of multiple data oriented activities. In addition, they present a clear set of methods to provide reliable governance, controls, risk, and exposure management for enterprise data and the programs that rely upon it. In addition, they discuss a cost-effective approach to providing sustainable governance and quality outcomes that enhance project delivery, while also ensuring ongoing controls. Example activities, templates, outputs, resources, and roles are explored, along with different organizational models in common use today and the ways they can be mapped to leverage playbook data governance throughout the organization. Provides a mature and proven playbook approach (methodology) to enabling data

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governance that supports agile implementation Features specific examples of current industry challenges in enterprise risk management, including anti-money laundering and fraud prevention Describes business benefit measures and funding approaches using exposure based cost models that augment risk models for cost avoidance analysis and accelerated delivery approaches using data integration sprints for application, integration, and information delivery success

Drive better business strategy with practical analytics for people data Optimize Your Greatest Asset — Your People brings advanced analytics into Human Resources, giving you a framework for optimizing human capital investments through predictive analysis. You'll learn how to transition from anecdotes and surveys to more advanced measurement techniques, and combine the data

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from multiple systems into a unified plan of action that improves business results. Practical examples and case studies show how these techniques are applied in real-world settings, and executives and thought leaders weigh in on how advanced analytics are informing better business decisions every day. Coverage includes the latest research on the state of current HR measurement techniques, as well as the important considerations surrounding data security and employee trust. Executives and managers alike are swimming in pools of people data, spread across multiple systems that don't talk to each other. This book shows you how to bring that data together, organize it, and turn it into useful information, and how to build your data strategy to take advantage of the wealth of available tools. Produce actionable intelligence with data from multiple systems Move beyond activity metrics and into advanced measurements

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Create stronger policy covering security, privacy, and ethics Achieve sophisticated HR analytics without breaking employee trust It's time for HR leaders to get over their fear of Big Data. Good data drives good business, and human capital is the biggest asset a company has. Start measuring the things that matter, and start turning those measurements into actual information that goes beyond the spreadsheet. Optimize Your Greatest Asset — Your People shows you how to get started, and where to go from there.

Targeted analytics to address the unique opportunities in hospitality and gaming The Analytic Hospitality Executive helps decision makers understand big data and how it can drive value in the industry. Written by a leading business analytics expert who specializes in hospitality and travel, this book draws a direct link between big data and hospitality, and shows you how to incorporate

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analytics into your strategic management initiative. You'll learn which data types are critical, how to identify productive data sources, and how to integrate analytics into multiple business processes to create an overall analytic culture that turns information into insight. The discussion includes the tools and tips that help make it happen, and points you toward the specific places in your business that could benefit from advanced analytics. The hospitality and gaming industry has unique needs and opportunities, and this book's targeted guidance provides a roadmap to big data benefits. Like most industries, the hospitality and gaming industry is experiencing a rapid increase in data volume, variety, and velocity. This book shows you how to corral this growing current, and channel it into productive avenues that drive better business. Understand big data and analytics Incorporate analytics into

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existing business processes Identify the most valuable data sources

Create a strategic analytic culture that drives value Although the industry is just beginning to recognize the value of big data, it's important to get up to speed quickly or risk losing out on benefits that could drive business to greater heights. The Analytic

Hospitality Executive provides a targeted game plan from an expert on the inside, so you can start making your data work for you.

Use big data analytics to efficiently drive oil and gas exploration and production Harness Oil and Gas Big Data with Analytics provides a complete view of big data and analytics techniques as they are applied to the oil and gas industry. Including a compendium of specific case studies, the book underscores the acute need for optimization in the oil and gas exploration and production stages and shows how data analytics can provide such optimization. This

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spans exploration, development, production and rejuvenation of oil and gas assets. The book serves as a guide for fully leveraging data, statistical, and quantitative analysis, exploratory and predictive modeling, and fact-based management to drive decision making in oil and gas operations. This comprehensive resource delves into the three major issues that face the oil and gas industry during the exploration and production stages: Data management, including storing massive quantities of data in a manner conducive to analysis and effectively retrieving, backing up, and purging data Quantification of uncertainty, including a look at the statistical and data analytics methods for making predictions and determining the certainty of those predictions Risk assessment, including predictive analysis of the likelihood that known risks are realized and how to properly deal with unknown risks Covering the major issues facing

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the oil and gas industry in the exploration and production stages, Harness Big Data with Analytics reveals how to model big data to realize efficiencies and business benefits.

How Anyone Can Use Business Analytics to Turn Data into Profitable Insight

Practical Advice from the Trenches

Data Mining for Business Analytics

Proven Methods for Governed Data and Analytic Quality

Leading with AI and Analytics: Build Your Data Science IQ to Drive Business Value

Data Science and Big Data Analytics

A Guide to Data Science for Fraud Detection

Helping tech-savvy marketers and data analysts solve real-world business problems with Excel Using data-

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driven business analytics to understand customers and improve results is a great idea in theory, but in today's busy offices, marketers and analysts need simple, low-cost ways to process and make the most of all that data. This expert book offers the perfect solution. Written by data analysis expert Wayne L. Winston, this practical resource shows you how to tap a simple and cost-effective tool, Microsoft Excel, to solve specific business problems using powerful analytic techniques—and achieve optimum results. Practical exercises in each chapter help you apply and reinforce techniques as you learn. Shows you how to perform sophisticated business analyses using the cost-effective and widely available Microsoft Excel instead

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ofexpensive, proprietary analytical tools Reveals how to target and retain profitable customers and avoidhigh-risk customers Helps you forecast sales and improve response rates formarketing campaigns Explores how to optimize price points for products andservices, optimize store layouts, and improve onlineadvertising Covers social media, viral marketing, and how to exploit botheffectively Improve your marketing results with Microsoft Excel and theinvaluable techniques and ideas in Marketing Analytics:Data-Driven Techniques with Microsoft Excel.

Lead your organization to become evidence-driven Data. It's the benchmark that informs corporate projections, decision-making, and analysis. But, why do many

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organizations that see themselves as data-driven fail to thrive? In *Leading with AI and Analytics*, two renowned experts from the Kellogg School of Management show business leaders how to transform their organization to become evidence-driven, which leads to real, measurable changes that can help propel their companies to the top of their industries. The availability of unprecedented technology-enabled tools has made AI (Artificial Intelligence) an essential component of business analytics. But what's often lacking are the leadership skills to integrate these technologies to achieve maximum value. Here, the authors provide a comprehensive game plan for developing that all-important human factor to get at the heart of data

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science: the ability to apply analytical thinking to real-world problems. Each of these tools and techniques comes to powerful life through a wealth of powerful case studies and real-world success stories. Inside, you'll find the essential tools to help you: Develop a strong data science intuition quotient Lead and scale AI and analytics throughout your organization Move from "best-guess" decision making to evidence-based decisions Craft strategies and tactics to create real impact Written for anyone in a leadership or management role—from C-level/unit team managers to rising talent—this powerful, hands-on guide meets today's growing need for real-world tools to lead and succeed with data. Leverage big data to add value to your business Social

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media analytics, web-tracking, and other technologies help companies acquire and handle massive amounts of data to better understand their customers, products, competition, and markets. Armed with the insights from big data, companies can improve customer experience and products, add value, and increase return on investment. The tricky part for busy IT professionals and executives is how to get this done, and that's where this practical book comes in. **Big Data: Understanding How Data Powers Big Business** is a complete how-to guide to leveraging big data to drive business value. Full of practical techniques, real-world examples, and hands-on exercises, this book explores the technologies involved, as well as how to find areas of the organization that can

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take full advantage of big data. Shows how to decompose current business strategies in order to link big data initiatives to the organization's value creation processes Explores different value creation processes and models Explains issues surrounding operationalizing big data, including organizational structures, education challenges, and new big data-related roles Provides methodology worksheets and exercises so readers can apply techniques Includes real-world examples from a variety of organizations leveraging big data Big Data: Understanding How Data Powers Big Business is written by one of Big Data's preeminent experts, William Schmarzo. Don't miss his invaluable insights and advice.

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Who is most likely to buy and what is the best way to target them? How can businesses improve strategy without identifying the key influencing factors? The second edition of Marketing Analytics enables marketers and business analysts to leverage predictive techniques to measure and improve marketing performance. By exploring real-world marketing challenges, it provides clear, jargon-free explanations on how to apply different analytical models for each purpose. From targeted list creation and data segmentation, to testing campaign effectiveness, pricing structures and forecasting demand, this book offers a welcome handbook on how statistics, consumer analytics and modelling can be put to optimal use. The fully revised second edition of

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Marketing Analytics includes three new chapters on big data analytics, insights and panel regression, including how to collect, separate and analyze big data. All of the advanced tools and techniques for predictive analytics have been updated, translating models such as tobit analysis for customer lifetime value into everyday use. Whether an experienced practitioner or having no prior knowledge, methodologies are simplified to ensure the more complex aspects of data and analytics are fully accessible for any level of application. Complete with downloadable data sets and test bank resources, this book supplies a concrete foundation to optimize marketing analytics for day-to-day business advantage.

Marketing Analytics

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Advanced Analytics with R and Tableau

Business Analytics for Managers

A Guide to Data Science

Advanced Analytics Methodologies

Concepts, Techniques, and Applications with XLMiner

Big Data Analytics Methods

This book examines issues related to the alignment of business strategies and analytics. Vast amounts of data are being generated, collected, stored, processed, analyzed, distributed and used at an ever-increasing rate by organizations. Simultaneously, managers must rapidly and thoroughly understand the factors driving their business. Business

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Analytics is an interactive process of analyzing and exploring enterprise data to find valuable insights that can be exploited for competitive advantage. However, to gain this advantage, organizations need to create a sophisticated analytical climate within which strategic decisions are made. As a result, there is a growing awareness that alignment among business strategies, business structures, and analytics are critical to effectively develop and deploy techniques to enhance an organization's decision-making capability. In the past, the relevance and usefulness of academic research in the area of alignment is often questioned by practitioners, but

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this book seeks to bridge this gap. Aligning Business Strategies and Analytics: Bridging Between Theory and Practice is comprised of twelve chapters, divided into three sections. The book begins by introducing business analytics and the current gap between academic training and the needs within the business community. Chapters 2 - 5 examines how the use of cognitive computing improves financial advice, how technology is accelerating the growth of the financial advising industry, explores the application of advanced analytics to various facets of the industry and provides the context for analytics in practice.

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Chapters 6 - 9 offers real-world examples of how project management professionals tackle big-data challenges, explores the application of agile methodologies, discusses the operational benefits that can be gained by implementing real-time, and a case study on human capital analytics. Chapters 10 - 11 reviews the opportunities and potential shortfall and highlights how new media marketing and analytics fostered new insights. Finally the book concludes with a look at how data and analytics are playing a revolutionary role in strategy development in the chemical industry.

This comprehensive edited 2-volume handbook

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provides a unique platform for researchers, engineers, developers, educators and advanced students in the field of Big Data analytics. The first volume presents methodologies that support Big Data analytics, while the second volume offers a wide range of Big Data analytics applications. Data Science and Big Data Analytics is about harnessing the power of data for new insights. The book covers the breadth of activities and methods and tools that Data Scientists use. The content focuses on concepts, principles and practical applications that are applicable to any industry and technology environment, and the learning is

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supported and explained with examples that you can replicate using open-source software. This book will help you: Become a contributor on a data science team Deploy a structured lifecycle approach to data analytics problems Apply appropriate analytic techniques and tools to analyzing big data Learn how to tell a compelling story with data to drive business action Prepare for EMC Proven Professional Data Science Certification Corresponding data sets are available from the book's page at Wiley which you can find on the Wiley site by searching for the ISBN 9781118876138. Get started discovering, analyzing, visualizing, and

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presenting data in a meaningful way today! Create a complete roadmap for capitalizing on analytics to grow topline revenue and build shareholder value in your unique organization! Modern Analytics Methodologies goes far beyond the classic Analytics Maturity Model to help you overcome the gaps between your current analytics capabilities and where you need to go. Pioneering analytics experts Michele Chambers and Thomas Dinsmore help you implement analytics that supports your strategy, aligns with your culture, and serves your customers and stakeholders. Drawing on work with dozens of leading enterprises, Michele

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Chambers and Thomas Dinsmore describe high-value applications from many industries, and help you systematically identify and deliver on your company's best opportunities. Writing for both professionals and students, they show how to: Leverage the convergence of macro trends ranging from "flattening" and "green" to Big Data and machine learning Go beyond the Analytics Maturity Model: power your unique business strategy with an equally focused analytics strategy Link key business objectives with core characteristics of your organization, value chain, and stakeholders Take advantage of game changing opportunities before

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competitors do Effectively integrate the managerial and operational aspects of analytics Measure performance with dashboards, scorecards, visualization, simulation, and more Prioritize and score prospective analytics projects Identify "Quick Wins" you can implement while you're planning for the long-term Build an effective Analytic Program Office to make your roadmap persistent Update and revise your roadmap for new needs and technologies Modern Analytics Methodologies will be an indispensable resource for any executive or professional concerned with analytics, including Chief Analytics Officers; Chief Data Officers; Chief

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Scientists; Chief Marketing Officers; Chief Risk Officers; Chief Strategy Officers; VPs of Analytics or Big Data; data scientists; business strategists; and line-of-business executives.

From Strategic Planning to Enterprise Integration with Tools, Techniques, NoSQL, and Graph Business Intelligence Strategy and Big Data Analytics

The Data and Analytics Playbook Methodologies, Volume 1

How Data-Driven Organizations Are Winning with Analytics

A Practical Guide to Improving Consumer Insights

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Using Data Techniques

Handbook of Big Data Analytics

Today, successful firms win by understanding their data more deeply than competitors do. In short, they compete based on analytics. Now, in *Modeling Techniques in Predictive Analytics*, the leader of Northwestern University's prestigious analytics program brings together all the concepts, techniques, and R code you need to excel in analytics. Thomas W. Miller's unique balanced approach combines business context and quantitative tools, appealing to managers, analysts, programmers, and students alike.--

Using Agile methods, you can bring far greater

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innovation, value, and quality to any data warehousing (DW), business intelligence (BI), or analytics project. However, conventional Agile methods must be carefully adapted to address the unique characteristics of DW/BI projects. In Agile Analytics, Agile pioneer Ken Collier shows how to do just that. Collier introduces platform-agnostic Agile solutions for integrating infrastructures consisting of diverse operational, legacy, and specialty systems that mix commercial and custom code. Using working examples, he shows how to manage analytics development teams with widely diverse skill sets and how to support enormous and fast-growing data volumes. Collier's techniques offer optimal value

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whether your projects involve "back-end" data management, "front-end" business analysis, or both. Part I focuses on Agile project management techniques and delivery team coordination, introducing core practices that shape the way your Agile DW/BI project community can collaborate toward success Part II presents technical methods for enabling continuous delivery of business value at production-quality levels, including evolving superior designs; test-driven DW development; version control; and project automation Collier brings together proven solutions you can apply right now--whether you're an IT decision-maker, data warehouse professional, database administrator, business intelligence

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specialist, or database developer. With his help, you can mitigate project risk, improve business alignment, achieve better results--and have fun along the way. 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

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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.

The guide to targeting and leveraging business opportunities using big data & analytics
By leveraging big data & analytics, businesses create the potential to better understand, manage, and strategically

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exploiting the complex dynamics of customer behavior. Analytics in a Big Data World reveals how to tap into the powerful tool of data analytics to create a strategic advantage and identify new business opportunities. Designed to be an accessible resource, this essential book does not include exhaustive coverage of all analytical techniques, instead focusing on analytics techniques that really provide added value in business environments. The book draws on author Bart Baesens' expertise on the topics of big data, analytics and its applications in e.g. credit risk, marketing, and fraud to provide a clear roadmap for organizations that want to use data analytics to their advantage, but need a good starting point. Baesens

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has conducted extensive research on big data, analytics, customer relationship management, web analytics, fraud detection, and credit risk management, and uses this experience to bring clarity to a complex topic. Includes numerous case studies on risk management, fraud detection, customer relationship management, and web analytics Offers the results of research and the author's personal experience in banking, retail, and government Contains an overview of the visionary ideas and current developments on the strategic use of analytics for business Covers the topic of data analytics in easy-to-understand terms without an undo emphasis on mathematics and the minutiae of

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statistical analysis For organizations looking to enhance their capabilities via data analytics, this resource is the go-to reference for leveraging data to enhance business capabilities.

Discovering, Analyzing, Visualizing and Presenting Data

Optimize Exploration and Production with Data-Driven Models

What You Need to Know about Data Mining and Data-Analytic Thinking

A Value-driven Approach to Business Intelligence and Data Warehousing

Predictive Business Analytics

Understanding How Data Powers Big Business

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Emerging Business Intelligence and Analytic Trends
for Today's Businesses

Discover the breakthrough tool your company can use to make winning decisions This forward-thinking book addresses the emergence of predictive business analytics, how it can help redefine the way your organization operates, and many of the misconceptions that impede the adoption of this new management capability. Filled with case examples, Predictive Business Analytics defines ways in which specific industries have applied these techniques and tools and how predictive business analytics can complement other financial applications

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such as budgeting, forecasting, and performance reporting. Examines how predictive business analytics can help your organization understand its various drivers of performance, their relationship to future outcomes, and improve managerial decision-making Looks at how to develop new insights and understand business performance based on extensive use of data, statistical and quantitative analysis, and explanatory and predictive modeling Written for senior financial professionals, as well as general and divisional senior management Visionary and effective, Predictive Business Analytics reveals how you can use your business's skills,

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technologies, tools, and processes for continuous analysis of past business performance to gain forward-looking insight and drive business decisions and actions.

Detect fraud earlier to mitigate loss and prevent cascading damage Fraud Analytics Using Descriptive, Predictive, and Social Network Techniques is an authoritative guidebook for setting up a comprehensive fraud detection analytics solution. Early detection is a key factor in mitigating fraud damage, but it involves more specialized techniques than detecting fraud at the more advanced stages. This invaluable guide details both the theory and technical aspects of these techniques, and provides expert

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insight into streamlining implementation. Coverage includes data gathering, preprocessing, model building, and post-implementation, with comprehensive guidance on various learning techniques and the data types utilized by each. These techniques are effective for fraud detection across industry boundaries, including applications in insurance fraud, credit card fraud, anti-money laundering, healthcare fraud, telecommunications fraud, click fraud, tax evasion, and more, giving you a highly practical framework for fraud prevention. It is estimated that a typical organization loses about 5% of its revenue to fraud every year. More effective fraud detection is possible, and

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this book describes the various analytical techniques your organization must implement to put a stop to the revenue leak. Examine fraud patterns in historical data Utilize labeled, unlabeled, and networked data Detect fraud before the damage cascades Reduce losses, increase recovery, and tighten security The longer fraud is allowed to go on, the more harm it causes. It expands exponentially, sending ripples of damage throughout the organization, and becomes more and more complex to track, stop, and reverse. Fraud prevention relies on early and effective fraud detection, enabled by the techniques discussed here. Fraud Analytics Using Descriptive,

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Predictive, and Social Network Techniques helps you stop fraud in its tracks, and eliminate the opportunities for future occurrence.

We are entering the era of digital transformation where human and artificial intelligence (AI) work hand in hand to achieve data driven performance. Today, more than ever, businesses are expected to possess the talent, tools, processes, and capabilities to enable their organizations to implement and utilize continuous analysis of past business performance and events to gain forward-looking insight to drive business decisions and actions. AI-Enabled Analytics in Business is your Roadmap to meet this

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essential business capability. To ensure we can plan for the future vs react to the future when it arrives, we need to develop and deploy a toolbox of tools, techniques, and effective processes to reveal forward-looking unbiased insights that help us understand significant patterns, relationships, and trends. This book promotes clarity to enable you to make better decisions from insights about the future. Learn how advanced analytics ensures that your people have the right information at the right time to gain critical insights and performance opportunities
Empower better, smarter decision making by
implementing AI-enabled analytics decision support tools

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Uncover patterns and insights in data, and discover facts about your business that will unlock greater performance. Gain inspiration from practical examples and use cases showing how to move your business toward AI-Enabled decision making. AI-Enabled Analytics in Business is a must-have practical resource for directors, officers, and executives across various functional disciplines who seek increased business performance and valuation.

The authors of the pioneering Cutting-Edge Marketing Analytics return to the vital conversation of leveraging big data with Marketing Analytics: Essential Tools for Data-Driven Decisions, which updates and expands on the

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earlier book as we enter the 2020s. As they illustrate, big data analytics is the engine that drives marketing, providing a forward-looking, predictive perspective for marketing decision-making. The book presents actual cases and data, allowing readers invaluable real-world instruction. The cases show how to identify relevant data, choose the best analytics technique, and question the link between marketing plans and customer behavior. Dealing with actual scenarios sheds light on the most pressing marketing questions, such as setting the optimal price for one's product or designing effective digital marketing campaigns. Big data is currently the most powerful

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resource to the marketing professional, and this book illustrates how to fully harness that power to effectively maximize marketing efforts.

Creating a Data-Driven Organization

Optimize Your Greatest Asset -- Your People

AI-Enabled Analytics for Business

The Analytic Hospitality Executive

The Essential Guide to Data Science and its Applications

Driving Business Strategies with Data Science

Big Data, Big Analytics

Big Data is the biggest game-changing opportunity for marketing and sales since the Internet went

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mainstream almost 20 years ago. The data big bang has unleashed torrents of terabytes about everything from customer behaviors to weather patterns to demographic consumer shifts in emerging markets. This collection of articles, videos, interviews, and slideshares highlights the most important lessons for companies looking to turn data into above-market growth: Using analytics to identify valuable business opportunities from the data to drive decisions and improve marketing return on investment (MROI) Turning those insights into well-designed products and offers that delight customers Delivering those products and offers effectively to the marketplace. The goldmine

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of data represents a pivot-point moment for marketing and sales leaders. Companies that inject big data and analytics into their operations show productivity rates and profitability that are 5 percent to 6 percent higher than those of their peers. That's an advantage no company can afford to ignore.

Unique prospective on the big data analytics phenomenon for both business and IT professionals
The availability of Big Data, low-cost commodity hardware and new information management and analytics software has produced a unique moment in the history of business. The convergence of these trends means that we have the capabilities required to

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analyze astonishing data sets quickly and cost-effectively for the first time in history. These capabilities are neither theoretical nor trivial. They represent a genuine leap forward and a clear opportunity to realize enormous gains in terms of efficiency, productivity, revenue and profitability. The Age of Big Data is here, and these are truly revolutionary times. This timely book looks at cutting-edge companies supporting an exciting new generation of business analytics. Learn more about the trends in big data and how they are impacting the business world (Risk, Marketing, Healthcare, Financial Services, etc.) Explains this new technology and how companies can use them

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effectively to gather the data that they need and glean critical insights Explores relevant topics such as data privacy, data visualization, unstructured data, crowd sourcing data scientists, cloud computing for big data, and much more.

Maximize profit and optimize decisions with advanced business analytics Profit-Driven Business Analytics provides actionable guidance on optimizing the use of data to add value and drive better business. Combining theoretical and technical insights into daily operations and long-term strategy, this book acts as a development manual for practitioners seeking to conceive, develop, and manage advanced analytical

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models. Detailed discussion delves into the wide range of analytical approaches and modeling techniques that can help maximize business payoff, and the author team draws upon their recent research to share deep insight about optimal strategy. Real-life case studies and examples illustrate these techniques at work, and provide clear guidance for implementation in your own organization. From step-by-step instruction on data handling, to analytical fine-tuning, to evaluating results, this guide provides invaluable guidance for practitioners seeking to reap the advantages of true business analytics. Despite widespread discussion surrounding the value of data in decision making, few

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businesses have adopted advanced analytic techniques in any meaningful way. This book shows you how to delve deeper into the data and discover what it can do for your business. Reinforce basic analytics to maximize profits Adopt the tools and techniques of successful integration Implement more advanced analytics with a value-centric approach Fine-tune analytical information to optimize business decisions Both data stored and streamed has been increasing at an exponential rate, and failing to use it to the fullest advantage equates to leaving money on the table. From bolstering current efforts to implementing a full-scale analytics initiative, the vast majority of businesses will see greater profit by

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applying advanced methods. Profit-Driven Business Analytics provides a practical guidebook and reference for adopting real business analytics techniques. Advanced Analytics Methodologies is today's definitive guide to analytics implementation for MBA and university-level business students and sophisticated practitioners. Its expanded, cutting-edge coverage helps readers systematically "jump the gap" between their organization's current analytical capabilities and where they need to be. Step by step, Michele Chambers and Thomas Dinsmore help readers customize a complete roadmap for implementing analytics that supports unique corporate strategies, aligns with

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specific corporate cultures, and serves unique customer and stakeholder communities. Drawing on work with dozens of leading enterprises, Michele Chambers and Thomas Dinsmore provide advanced applications and examples not available elsewhere, describe high-value applications from many industries, and help you systematically identify and deliver on your company's best opportunities. They show how to: Go beyond the Analytics Maturity Model: power your unique business strategy with an equally focused analytics strategy Link key business objectives with core characteristics of your organization, value chain, and stakeholders Take advantage of game changing opportunities before

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competitors do Effectively integrate the managerial and operational aspects of analytics Measure performance with dashboards, scorecards, visualization, simulation, and more Prioritize and score prospective analytics projects Identify "Quick Wins" you can implement while you're planning for the long-term Build an effective Analytic Program Office to make your roadmap persistent Update and revise your roadmap for new needs and technologies This advanced text will serve the needs of students and faculty studying cutting-edge analytics techniques, as well as experienced analytics leaders and professionals including Chief Analytics Officers; Chief Data Officers;

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Chief Scientists; Chief Marketing Officers; Chief Risk Officers; Chief Strategy Officers; VPs of Analytics or Big Data; data scientists; business strategists; and many line-of-business executives.

Aligning Business Strategies and Analytics

A General Management Perspective

Profit Driven Business Analytics

Fraud Analytics Using Descriptive, Predictive, and Social Network Techniques

Big Data MBA

Agile Analytics

Modern Analytics Methodologies

"While business analytics sounds like a complex

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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-

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**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-**

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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.

Written by renowned data science experts Foster Provost and Tom Fawcett, Data Science

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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

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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

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**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**

**Big Data Analytics will assist managers in
providing an overview of the drivers for
introducing big data technology into the
organization and for understanding the types of
business problems best suited to big data
analytics solutions, understanding the value
drivers and benefits, strategic planning,**

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developing a pilot, and eventually planning to integrate back into production within the enterprise. Guides the reader in assessing the opportunities and value proposition Overview of big data hardware and software architectures Presents a variety of technologies and how they fit into the big data ecosystem

"The uniqueness and value of this book is to exploit an integrated, end-to-end capabilities that encompass data management and analytics from a business and IT perspective"--

Data Science for Business

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**Bridging Between Theory and Practice
Analytics Techniques in Data Mining, Deep
Learning and Natural Language Processing
Harness Oil and Gas Big Data with Analytics
Driving Business Value with Analytics
Behind Every Good Decision
Concepts, Techniques and Applications in
Python**

Data Mining for Business Analytics:
Concepts, Techniques, and Applications
in Python presents an applied approach
to data mining concepts and methods,

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using Python software for illustration Readers will learn how to implement a variety of popular data mining algorithms in Python (a free and open-source software) to tackle business problems and opportunities. This is the sixth version of this successful text, and the first using Python. It covers both statistical and machine learning algorithms for prediction, classification, visualization, dimension reduction, recommender

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systems, clustering, text mining and network analysis. It also includes: A new co-author, Peter Gedeck, who brings both experience teaching business analytics courses using Python, and expertise in the application of machine learning methods to the drug-discovery process A new section on ethical issues in data mining Updates and new material based on feedback from instructors teaching MBA, undergraduate, diploma and executive courses, and from their

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students More than a dozen case studies demonstrating applications for the data mining techniques described End-of-chapter exercises that help readers gauge and expand their comprehension and competency of the material presented A companion website with more than two dozen data sets, and instructor materials including exercise solutions, PowerPoint slides, and case solutions Data Mining for Business Analytics: Concepts, Techniques, and

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Applications in Python is an ideal textbook for graduate and upper-undergraduate level courses in data mining, predictive analytics, and business analytics. This new edition is also an excellent reference for analysts, researchers, and practitioners working with quantitative methods in the fields of business, finance, marketing, computer science, and information technology. "This book has by far the most comprehensive

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review of business analytics methods that I have ever seen, covering everything from classical approaches such as linear and logistic regression, through to modern methods like neural networks, bagging and boosting, and even much more business specific procedures such as social network analysis and text mining. If not the bible, it is at the least a definitive manual on the subject." —Gareth M. James, University of Southern

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California and co-author (with Witten, Hastie and Tibshirani) of the best-selling book An Introduction to Statistical Learning, with Applications in R

There is a misconception in business that the only data that matters is BIG data, and that elaborate tools and data scientists are required to extract any practical information. However, nothing could be further from the truth. If you feel that you can't understand how to

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read, let alone implement, these complex software programs that crunch the data and spit out more data, that will no longer be a problem! 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

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costs, improve product, or whatever else is being asked of them at that time. In *Behind Every Good Decision*, you 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

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problems. It doesn't take a numbers person to know that is a formula you need!

Integrate big data into business to drive competitive advantage and sustainable success Big Data MBA brings insight and expertise to leveraging big data in business so you can harness the power of analytics and gain a true business advantage. Based on a practical framework with supporting methodology and hands-on exercises,

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this book helps identify where and how big data can help you transform your business. You'll learn how to exploit new sources of customer, product, and operational data, coupled with advanced analytics and data science, to optimize key processes, uncover monetization opportunities, and create new sources of competitive differentiation. The discussion includes guidelines for operationalizing analytics, optimal organizational structure, and using

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analytic insights throughout your organization's user experience to customers and front-end employees alike. You'll learn to "think like a data scientist" as you build upon the decisions your business is trying to make, the hypotheses you need to test, and the predictions you need to produce. Business stakeholders no longer need to relinquish control of data and analytics to IT. In fact, they must champion the organization's data

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collection and analysis efforts. This book is a primer on the business approach to analytics, providing the practical understanding you need to convert data into opportunity. Understand where and how to leverage big data Integrate analytics into everyday operations Structure your organization to drive analytic insights Optimize processes, uncover opportunities, and stand out from the rest Help business stakeholders to

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“think like a data scientist”

Understand appropriate business application of different analytic techniques If you want data to transform your business, you need to know how to put it to use. Big Data MBA shows you how to implement big data and analytics to make better decisions.

Leverage the power of advanced analytics and predictive modeling in Tableau using the statistical powers of R About This Book A comprehensive guide

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that will bring out the creativity in you to visualize the results of complex calculations using Tableau and R. Combine Tableau analytics and visualization with the power of R using this step-by-step guide. Wondering how R can be used with Tableau? This book is your one-stop solution. Who This Book Is For This book will appeal to Tableau users who want to go beyond the Tableau interface and deploy the full potential of Tableau, by using R to perform

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advanced analytics with Tableau. A basic familiarity with R is useful but not compulsory, as the book will start off with concrete examples of R and will move quickly into more advanced spheres of analytics using online data sources to support hands-on learning. Those R developers who want to integrate R in Tableau will also benefit from this book. What You Will Learn Integrate Tableau's analytics with the industry-standard, statistical

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proveness of R. Make R function calls in Tableau, and visualize R functions with Tableau using RServe. Use the CRISP-DM methodology to create a roadmap for analytics investigations. Implement various supervised and unsupervised learning algorithms in R to return values to Tableau. Make quick, cogent, and data-driven decisions for your business using advanced analytical techniques such as forecasting, predictions, association rules,

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clustering, classification, and other advanced Tableau/R calculated field functions. In Detail Tableau and R offer accessible analytics by allowing a combination of easy-to-use data visualization along with industry-standard, robust statistical computation. Moving from data visualization into deeper, more advanced analytics? This book will intensify data skills for data viz-savvy users who want to move into

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analytics and data science in order to enhance their businesses by harnessing the analytical power of R and the stunning visualization capabilities of Tableau. Readers will come across a wide range of machine learning algorithms and learn how descriptive, prescriptive, predictive, and visually appealing analytical solutions can be designed with R and Tableau. In order to maximize learning, hands-on examples will ease the transition from being a

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data-savvy user to a data analyst using sound statistical tools to perform advanced analytics. By the end of this book, you will get to grips with advanced calculations in R and Tableau for analytics and prediction with the help of use cases and hands-on examples. Style and approach Tableau (uniquely) offers excellent visualization combined with advanced analytics; R is at the pinnacle of statistical computational languages.

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When you want to move from one view of data to another, backed up by complex computations, the combination of R and Tableau makes the perfect solution.

This example-rich guide will teach you how to combine these two to perform advanced analytics by integrating Tableau with R and create beautiful data visualizations.

How to Apply Analytics to Big Data to Improve Your Human Capital Investments Business Problems and Solutions with R

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A Roadmap for Becoming an Analytics
Powerhouse

Leaders and Innovators

Modeling Techniques in Predictive
Analytics with Python and R

Predictive Analytics for Business
Forecasting & Planning

The 60+ Business Analysis Tools Every
Manager Needs To Know

*Business Intelligence Strategy and Big Data
Analytics is written for business leaders,
managers, and analysts - people who are*

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involved with advancing the use of BI at their companies or who need to better understand what BI is and how it can be used to improve profitability. It is written from a general management perspective, and it draws on observations at 12 companies whose annual revenues range between \$500 million and \$20 billion. Over the past 15 years, my company has formulated vendor-neutral business-focused BI strategies and program execution plans in collaboration with manufacturers, distributors, retailers, logistics companies,

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insurers, investment companies, credit unions, and utilities, among others. It is through these experiences that we have validated business-driven BI strategy formulation methods and identified common enterprise BI program execution challenges. In recent years, terms like “big data” and “big data analytics” have been introduced into the business and technical lexicon. Upon close examination, the newer terminology is about the same thing that BI has always been about: analyzing the vast amounts of data that

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companies generate and/or purchase in the course of business as a means of improving profitability and competitiveness. Accordingly, we will use the terms BI and business intelligence throughout the book, and we will discuss the newer concepts like big data as appropriate. More broadly, the goal of this book is to share methods and observations that will help companies achieve BI success and thereby increase revenues, reduce costs, or both. Provides ideas for improving the business performance of one's company or

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business functions Emphasizes proven, practical, step-by-step methods that readers can readily apply in their companies Includes exercises and case studies with road-tested advice about formulating BI strategies and program plans

Big Data Analytics Methods unveils secrets to advanced analytics techniques ranging from machine learning, random forest classifiers, predictive modeling, cluster analysis, natural language processing (NLP), Kalman filtering and ensembles of models for optimal accuracy

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of analysis and prediction. More than 100 analytics techniques and methods provide big data professionals, business intelligence professionals and citizen data scientists insight on how to overcome challenges and avoid common pitfalls and traps in data analytics. The book offers solutions and tips on handling missing data, noisy and dirty data, error reduction and boosting signal to reduce noise. It discusses data visualization, prediction, optimization, artificial intelligence, regression analysis, the Cox hazard model

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and many analytics using case examples with applications in the healthcare, transportation, retail, telecommunication, consulting, manufacturing, energy and financial services industries. This book's state of the art treatment of advanced data analytics methods and important best practices will help readers succeed in data analytics. Master predictive analytics, from start to finish Start with strategy and management Master methods and build models Transform your models into highly-effective code—in

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both Python and R This one-of-a-kind book will help you use predictive analytics, Python, and R to solve real business problems and drive real competitive advantage. You'll master predictive analytics through realistic case studies, intuitive data visualizations, and up-to-date code for both Python and R—not complex math. Step by step, you'll walk through defining problems, identifying data, crafting and optimizing models, writing effective Python and R code, interpreting results, and more. Each chapter focuses on one of today's

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key applications for predictive analytics, delivering skills and knowledge to put models to work—and maximize their value. Thomas W. Miller, leader of Northwestern University's pioneering program in predictive analytics, addresses everything you need to succeed: strategy and management, methods and models, and technology and code. If you're new to predictive analytics, you'll gain a strong foundation for achieving accurate, actionable results. If you're already working in the field, you'll master powerful new skills. If

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you're familiar with either Python or R, you'll discover how these languages complement each other, enabling you to do even more. All data sets, extensive Python and R code, and additional examples available for download at <http://www.ftpress.com/miller/> Python and R offer immense power in predictive analytics, data science, and big data. This book will help you leverage that power to solve real business problems, and drive real competitive advantage. Thomas W. Miller's unique balanced approach combines business

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context and quantitative tools, illuminating each technique with carefully explained code for the latest versions of Python and R. If you're new to predictive analytics, Miller gives you a strong foundation for achieving accurate, actionable results. If you're already a modeler, programmer, or manager, you'll learn crucial skills you don't already have. Using Python and R, Miller addresses multiple business challenges, including segmentation, brand positioning, product choice modeling, pricing research, finance, sports, text

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analytics, sentiment analysis, and social network analysis. He illuminates the use of cross-sectional data, time series, spatial, and spatio-temporal data. You'll learn why each problem matters, what data are relevant, and how to explore the data you've identified. Miller guides you through conceptually modeling each data set with words and figures; and then modeling it again with realistic code that delivers actionable insights. You'll walk through model construction, explanatory variable subset selection, and

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validation, mastering best practices for improving out-of-sample predictive performance. Miller employs data visualization and statistical graphics to help you explore data, present models, and evaluate performance. Appendices include five complete case studies, and a detailed primer on modern data science methods. Use Python and R to gain powerful, actionable, profitable insights about: Advertising and promotion Consumer preference and choice Market baskets and related purchases Economic

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*forecasting Operations management
Unstructured text and language Customer
sentiment Brand and price Sports team
performance And much more
Data Mining for Business Analytics: Concepts,
Techniques, and Applications in XLMiner®,
Third Edition presents an applied approach to
data mining and predictive analytics with
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develop predictive models and learn how to obtain business value from Big Data.

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Completely new chapters on social network analysis and text mining A companion site with additional data sets, instructors material that include solutions to exercises and case studies, and Microsoft PowerPoint® slides
<https://www.dataminingbook.com> Free 140-day license to use XLMiner for Education software Data Mining for Business Analytics: Concepts, Techniques, and Applications in XLMiner®, Third Edition is an ideal textbook for upper-undergraduate and graduate-level courses as well as professional programs on

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data mining, predictive modeling, and Big Data analytics. The new edition is also a unique reference for analysts, researchers, and practitioners working with predictive analytics in the fields of business, finance, marketing, computer science, and information technology. Praise for the Second Edition "...full of vivid and thought-provoking anecdotes... needs to be read by anyone with a serious interest in research and marketing."- Research Magazine "Shmueli et al. have done a wonderful job in presenting

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the field of data mining - a welcome addition to the literature." - ComputingReviews.com

"Excellent choice for business analysts...The book is a perfect fit for its intended audience."

- Keith McCormick, Consultant and Author of SPSS Statistics For Dummies, Third Edition

and SPSS Statistics for Data Analysis and Visualization Galit Shmueli, PhD, is

Distinguished Professor at National Tsing Hua University's Institute of Service Science. She

has designed and instructed data mining courses since 2004 at University of Maryland,

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Statistics.com, The Indian School of Business, and National Tsing Hua University, Taiwan. Professor Shmueli is known for her research and teaching in business analytics, with a focus on statistical and data mining methods in information systems and healthcare. She has authored over 70 journal articles, books, textbooks and book chapters. Peter C. Bruce is President and Founder of the Institute for Statistics Education at www.statistics.com. He has written multiple journal articles and is the developer of Resampling Stats software. He is

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the author of Introductory Statistics and Analytics: A Resampling Perspective, also published by Wiley. Nitin R. Patel, PhD, is Chairman and cofounder of Cytel, Inc., based in Cambridge, Massachusetts. A Fellow of the American Statistical Association, Dr. Patel has also served as a Visiting Professor at the Massachusetts Institute of Technology and at Harvard University. He is a Fellow of the Computer Society of India and was a professor at the Indian Institute of Management, Ahmedabad for 15 years.

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Big Data Analytics

Modeling Techniques in Predictive Analytics

*Forward Looking Capabilities to Improve
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*A Practitioner's Guide to Transforming Big
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"What do you need to become a data-driven

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organization? Far more than having big data or a crack team of unicorn data scientists, it requires establishing an effective, deeply-ingrained data culture. This practical book shows you how true data-drivenness involves processes that require genuine buy-in across your company ... Through interviews and examples from data scientists and analytics leaders in a variety of industries ... Anderson explains the analytics value chain you need to adopt when building predictive business models"--Publisher's description.

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Implementing Data Analytics in Hotels and*

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Casinos

Analytics in a Big Data World

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