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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

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principles, communicate with analytics professionals, and effectively use and interpret analytic models to make better business decisions.

For many years, sports rights owners have had

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an 'if you build it, they will come' attitude, suggesting they take their fans for granted. Combined with advances in broadcasting quality, digital marketing, and social media, this has resulted in

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diminishing attendances and participation levels. The use of CRM (Customer Relationship Management), BI (Business Intelligence) and Data Analytics has therefore become integral to doing business

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in sports, emulating the approach used by brands such as Amazon, Netflix, and Spotify.

Technology has made the world a smaller place; clubs and teams can now connect with their fans anywhere in the

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world, allowing them to grow their marketplace, but they operate in an 'attention economy' where there's too much choice and engagement is key. This book sets out to share the processes

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and principles the sports industry uses to capitalise on the natural loyalty it creates. Case studies and commentary from around the world are used to demonstrate some of the practices implemented by



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the world's leading sports brands including clubs Arsenal and the San Antonio Spurs. the governing bodies of UEFA and Special Olympics International, and the MLS and NHL. With a focus on our unique

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challenges coupled with the opportunities the use of data creates, this book is essential reading for professionals within the sports industry.

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usable decision support systems text. [i]t is far better than any other text in the field" —ComputingReviews  
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professionals  
across various  
fields of practice  
understand what  
information is  
needed, when it  
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what form in  
order to make  
smart and  
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business decisions  
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combination of  
theory,  
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approach that

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is needed to understand the implications of theory to DSS design as well as the skills needed to construct a DSS. This new edition reflects numerous advances in the field as well as the latest related

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technological developments. By addressing all topics on three levels—general theory, implications for DSS design, and code development—the author presents an integrated analysis of what

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every DSS designer needs to know. This Second Edition features:  
Expanded coverage of data mining with new examples  
Newly added discussion of business intelligence and transnational corporations



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Discussion of the increased capabilities of databases and the significant growth of user interfaces and models Emphasis on analytics to encourage DSS builders to utilize sufficient modeling support

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in their systems A  
thoroughly  
updated section  
on data  
warehousing inclu  
ding architecture,  
data adjustment,  
and data  
scrubbing  
Explanations and  
implications of  
DSS differences  
across

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cultures and the challenges associated with transnational systems. Each chapter discusses various aspects of DSS that exist in real-world applications, and one main example of a DSS to facilitate car

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purchases is used throughout the entire book. Screenshots from JavaScript® and Adobe® ColdFusion are presented to demonstrate the use of popular software packages that carry out the

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discussed techniques, and a related Web site houses all of the book's figures along with demo versions of decision support packages, additional examples, and links to developments

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in the field.

Decision Support Systems for Business Intelligence, Second Edition is an excellent book for courses on information systems, decision support systems, and data mining at the advanced

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ndergraduate and graduate levels. It also serves as a practical reference for professionals working in the fields of business, statistics, engineering, and computer technology.

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dives into the platforms and operating tools that will help you measure program impacts and ROI, visualize data and business processes, and uncover the relationship between key performance

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financial values,  
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including surveys,  
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students how to

apply basic

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tools in a

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environment, and

how to

communicate with

analytics

professionals to

effectively use and

interpret analytic

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help execute the  
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offers to empower  
businesses to  
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new features and  
functionalities  
added to the  
modern data  
warehouse.

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you will be  
proficient in  
analyzing large  
amounts of data  
with Azure and  
using it effectively  
to benefit your  
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modern data  
warehouses and  
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unique design  
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end-to-end  
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cloudDifferentiate  
between

structured, semi-  
structured, and  
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dataChoose a  
cloud-based  
service for your  
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solutionsUse

Azure services to  
ingest, store, and

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analyze data of  
any scale Who this  
book is for This  
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amounts of data  
using Azure.

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necessary, a basic  
understanding of  
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machine learning  
life cycle, and



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whether to improve  
their businesses,  
be more effective  
citizens,  
consumers or  
policymakers, or  
just out of sheer  
curiosity. Until  
now, most books  
on the subject  
have either been

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too complicated  
and mathematical,  
or have simply  
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Rose bridges the

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innovations such  
as GPS, social  
media and  
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Finally, he explains  
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combining  
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advanced

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algorithms, and  
artificial neural

networks that  
mimic the human  
brain. Throughout,  
he illustrates key  
concepts with  
practical examples  
that help you  
connect AI, ML,  
and neural  
networks to

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specific problems  
and solutions.

Step by step, he  
systematically  
demystifies these  
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technologies,  
removing the fear,  
bewilderment, and  
advanced math --  
so you can  
understand the



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they create, and  
start using them.

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developing deeper  
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through the use of  
tools, touching a  
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where BI is  
embraced and  
discussing the  
problems that BI  
can help solve. It  
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**of BI/Analytics  
project: Covering  
operational/transa  
ctional data  
sources, data  
transformation,  
data  
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design-build,  
analytical  
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analytics and data**

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with developments  
in the field and  
includes a  
selection of new,  
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cases and  
examples,  
exercises,  
techniques and  
methodologies.  
Tying data and  
analytics to**

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**specific goals and  
processes for  
implementation  
makes this  
essential reading  
for advanced  
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and postgraduate  
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specialists of data  
analytics,  
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theoretical and  
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into daily  
operations and  
long-term strategy,  
this book acts as a  
development  
manual for  
practitioners  
seeking to  
conceive, develop,**

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**and manage  
advanced  
analytical models.  
Detailed  
discussion delves  
into the wide  
range of analytical  
approaches and  
modeling  
techniques that  
can help maximize  
business payoff,  
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**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**



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the advantages of  
true business  
analytics. Despite  
widespread  
discussion  
surrounding the  
value of data in  
decision making,  
few businesses  
have adopted  
advanced analytic  
techniques in any**

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**meaningful way.**

**This book shows  
you how to delve  
deeper into the  
data and discover  
what it can do for  
your business.  
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analytics to  
maximize profits  
Adopt the tools  
and techniques of  
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**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**

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**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**

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by applying  
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Science. She has designed and instructed data mining courses since 2004 at University of Maryland, Statistics.com, The Indian School of Business, and National Tsing Hua University, Taiwan. Professor Shmueli is known for her

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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



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