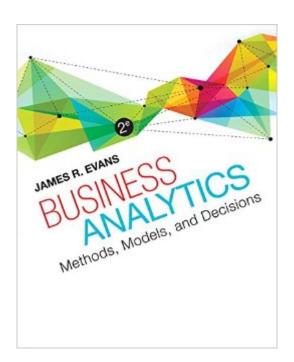
The book was found

Business Analytics (2nd Edition)





Synopsis

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 todayâ ™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. Â

Book Information

Paperback: 656 pages

Publisher: Pearson; 2 edition (January 9, 2015)

Language: English

ISBN-10: 0321997824

ISBN-13: 978-0321997821

Product Dimensions: 7.8 x 1 x 9.9 inches

Shipping Weight: 2.3 pounds (View shipping rates and policies)

Average Customer Review: 3.0 out of 5 stars Â See all reviews (5 customer reviews)

Best Sellers Rank: #23,977 in Books (See Top 100 in Books) #28 in Books > Business & Money

> Education & Reference > Statistics #54 in Books > Science & Math > Mathematics > Applied >

Statistics #400 in Books > Business & Money > Management & Leadership > Leadership

Customer Reviews

Fairly simple click-by-click lessons on how to do different analyses in Excel (like forecasting using the moving average or exponential smoothing methods). However, you will need a good teacher to show you the details of many of these techniques, because the book's explanations are not always good.

It's an ok book. Gives an overview of business analytics but doesn't go into deep detail about most of it.

Lots of typos

The item is not compatible with a regular Kindle device so that makes it kind of annoying. It should

be disclosed. The content is decently written but not greatly organized, you'll find yourself flipping pages a lot to find answers within the same topics.

Arrived on time and was what I needed

Download to continue reading...

Analytics: Data Science, Data Analysis and Predictive Analytics for Business (Algorithms, Business Intelligence, Statistical Analysis, Decision Analysis, Business Analytics, Data Mining, Big Data) Data Analytics: What Every Business Must Know About Big Data And Data Science (Data Analytics for Business, Predictive Analysis, Big Data) Analytics: Data Science, Data Analysis and Predictive Analytics for Business Data Analytics: Practical Data Analysis and Statistical Guide to Transform and Evolve Any Business. Leveraging the Power of Data Analytics, Data ... (Hacking Freedom and Data Driven) (Volume 2) People Analytics: How Social Sensing Technology Will Transform Business and What It Tells Us about the Future of Work (FT Press Analytics) Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) Even You Can Learn Statistics and Analytics: An Easy to Understand Guide to Statistics and Analytics (3rd Edition) Business Analytics (2nd Edition) Deep Learning for Business with R: A Very Gentle Introduction to Business Analytics Using Deep Neural Networks Photography Business Box Set: Master the Art of Wedding Photography and Start Your Own Business (business photography, business photography, starting photography business) BUSINESS PLAN: Business Plan Writing Guide, Learn The Secrets Of Writing A Profitable, Sustainable And Successful Business Plan! -business plan template, business plan guide - Predictive Analytics with Microsoft Azure Machine Learning 2nd Edition Practical Time Series Forecasting with R: A Hands-On Guide [2nd Edition] (Practical Analytics) Quickbooks: A Simple QuickBooks Guide to Best Optimize Bookkeeping for Your Small Business (2nd Edition) (Quickbooks, Bookkeeping, Quickbooks Online, Quickbooks ... Business Taxes, Small Business Accounting) Business Intelligence: A Managerial Perspective on Analytics (3rd Edition) Business Intelligence and Analytics: Systems for Decision Support (10th Edition) Social Media Analytics: Techniques and Insights for Extracting Business Value Out of Social Media (IBM Press) Data Mining for Business Analytics: Concepts, Techniques, and Applications with JMP Pro Business Intelligence: A Managerial Perspective on Analytics Key Business Analytics: The 60+ tools every manager needs to turn data into insights: - better understand customers, identify cost savings and growth opportunities

Dmca