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***visualization and
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***storytelling and
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***point in your
story. The lessons
in this***

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are grounded in
theory, but made
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numerous real-
world
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an inherent skill,
especially when it
comes to data
visualization, and
the tools at our
disposal don't
make it any
easier. This book
demonstrates
how to go beyond**

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tools to reach the
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create an
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Specifically,
you'll learn how
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***context and
audience***

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parts of your data**

**Think like a
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**Leverage the
power of
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help your
message resonate
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***audience
Together, the
lessons in this
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you turn your
data into high
impact visual
stories that stick
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audience. Rid
your world of
ineffective
graphs, one***

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opportunities by
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promises, but it
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processes and
technology in
place. It's about
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Deriving actionable
insights from data
requires that linkage
to be clear between
art and science and
this book does just*

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*that. Chris Leonard,
Director, Digital
Strategy &
Transformation,
Plains Midstream
Prashanth's book
simplifies the
complex world of
data analytics, and
one to understand
the drivers of
bringing valued
results to an
organization.*

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Matthew Joyce
Senior Solution
Architect, SAS-
Institute

This comprehensive text presents descriptive and inferential statistics with an assortment of business examples and real data, and an emphasis on decision-making.

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Business Decisions
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Methods and
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effectively. It is**

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**a step-by-step
exercise-driven
guide for
students and
practitioners
who need to
master Excel to
solve practical
statistical
problems in
industry. If
understanding
statistics isn't**

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learning
statistics much
easier than in
years past.**

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by teaching
students and
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how to apply
Excel to
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necessary in
their courses
and workplace.
Each chapter
explains**

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formulas and
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reader to use
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commands to
solve specific, e
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understand
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problems.
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problems are**

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**provided at the
end of each
chapter with
their solutions.
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outsmart a
crook, learn his
tricks—Darrell
Huff explains
exactly how in
the classic How
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averages, there
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statistical
dodges that
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product to sell.
With abundant**

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**examples and
illustrations,
Darrell Huff's
lively and
engaging
primer clarifies
the basic
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statistics and
explains how
they're used to
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when first
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to Lie with
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book that
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relied on to
keep from
being fooled.
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big data to add
value to your
small business
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bestselling
author and big
data expert
Bernard Marr,**

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**helps you
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what big data
actually is—and
how you can
analyse and use
it to improve
your business.
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**with lots of step-
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helpful advice,
it quickly and
painlessly helps
you get the
most from
using big data
in a small
business.**

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Business data has been around for a long time.

Unfortunately, it was trapped away in overcrowded filing cabinets and on archaic floppy disks.

Now, thanks to technology and

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how to get your
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data to develop
new offerings,
products and
services;
understand
technological
change; create
an
infrastructure;**

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strategies; and**

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of user activity

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you turn your
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insights
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transform your
small business**

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or employee,
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helps you
harness the
hottest
commodity on**

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**the market
today in order
to take your
company to new
heights.**

**Everyone
encounters
statistics on a
daily basis.**

**They are used
in proposals,
reports,
requests, and**

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**advertisements,
among others,
to support
assertions,
opinions, and
theories. Unless
you're a trained
statistician, it
can be
bewildering.
What are the
numbers really
saying or not**

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Analysis for
Professional
Success**

**provides the
answers to
these questions
and more. It
will show you
how to use**

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statistical data

to improve

small, every-day

management

judgments as

well as major

business

decisions with

potentially

serious

consequences.

Author Peter

Kenny—with

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**deep experience
in industry—bel
ieves that
"while the
methods of
statistics can be
complicated,
the meaning of
statistics is
not." He first
outlines the
ways in which
we are**

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frequently misled by statistical results, either because of our lack of understanding or because we are being misled intentionally. Then he offers sound

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**approaches for
understanding
and assessing
statistical data
to make
excellent
decisions.**

**Kenny assumes
no prior
knowledge of
statistical
techniques; he
explains**

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Better Business
Decisions**

**concepts simply
and shows how
the tools are
used in various
business
situations. With
the arrival of
Big Data,
statistical
processing has
taken on a new
level of
importance.**

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Kenny lays a foundation for understanding the importance and value of Big Data, and then he shows how mined data can help you see your business in a new light and uncover opportunity.

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Among other things, this book covers:

How statistics can help you assess the probability of a successful outcome How data is collected, sampled, and best interpreted

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**How to make
effective
forecasts based
on the data at
hand How to
spot the misuse
or abuse of
statistical
evidence in
advertisements,
reports, and
proposals How
to commission a**

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analysis**
Better Business
Decisions
**Arranged in
seven parts—Un
certainties,
Data, Samples,
Comparisons,
Relationships,
Forecasts, and
Big
Data—Better
Business
Decisions from**

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**Data is a guide
for busy people
in general
management,
finance,
marketing,
operations, and
other business
disciplines who
run across
statistics on a
daily or weekly
basis. You'll**

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**return to it
again and again
as new**

challenges

emerge, making

better decisions

each time that

boost your

organization's

fortunes—as

well as your

own.

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Analysis for

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Success

Data Driven

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Better Data,**

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A better

development and

implementation

framework for

credit risk

scorecards

Intelligent Credit

Scoring presents a

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*business-oriented
process for the
development and
implementation of
risk prediction
scorecards. The
credit scorecard is
a powerful tool for
measuring the risk
of individual
borrowers,
gauging overall*

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*risk exposure and
developing
analytically
driven, risk-
adjusted
strategies for
existing
customers. In the
past 10 years,
hundreds of banks
worldwide have
brought the*

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*process of
developing credit
scoring models in-
house, while
'credit scores'
have become a
frequent topic of
conversation in
many countries
where bureau
scores are used
broadly. In the*

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*United States, the
'FICO' and
'Vantage' scores
continue to be
discussed by
borrowers hoping
to get a better
deal from the
banks. While
knowledge of the
statistical
processes around*

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building credit scorecards is common, the business context and intelligence that allows you to build better, more robust, and ultimately more intelligent, scorecards is not. As the follow-up to

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Credit Risk Scorecards, this updated second edition includes new detailed examples, new real-world stories, new diagrams, deeper discussion on topics including WOE curves, the latest trends that

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*expand scorecard
functionality and
new in-depth
analyses in every
chapter.*

*Expanded
coverage includes
new chapters on
defining
infrastructure for
in-house credit
scoring,*

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validation,
Better Business
governance, and
Decisions
Big Data. Black

*box scorecard
development by
isolated teams
has resulted in
statistically valid,
but operationally
unacceptable
models at times.
This book shows*

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*you how various
personas in a
financial
institution can
work together to
create more
intelligent
scorecards, to
avoid disasters,
and facilitate
better decision
making. Key items*

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*discussed include:
Following a clear
step by step
framework for
development,
implementation,
and beyond Lots
of real life tips and
hints on how to
detect and fix
data issues How
to realise bigger*

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*ROI from credit
scoring using
internal resources*

*Explore new
trends and
advances to get
more out of the
scorecard Credit
scoring is now a
very common tool
used by banks,
Telcos, and others*

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around the world*

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for loan
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origination,

*decisioning, credit
limit*

management,

collections

management,

cross selling, and

many other

decisions.

Intelligent Credit

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*Scoring helps you
organise
resources,
streamline
processes, and
build more
intelligent
scorecards that
will help achieve
better results.*

*Using Statistics for
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business models
and thirty case
studies to help
build and
monetize a
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provides future
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*the tools,
methods, and
skills needed to
answer data-
focused, real-life
questions; to carry
out data analysis;
and to visualize
and interpret
results to support
better decisions in
business,*

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*economics, and
public policy. Data
wrangling and
exploration,
regression
analysis, machine
learning, and
causal analysis
are
comprehensively
covered, as well
as when, why, and*

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*how the methods
work, and how
they relate to*

*each other. As the
most effective
way to*

*communicate data
analysis, running
case studies play
a central role in
this textbook.*

Each case starts

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*with an industry-
relevant question
and answers it by
using real-world
data and applying
the tools and
methods covered
in the textbook.
Learning is then
consolidated by
360 practice
questions and 120*

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Big Data

Lean Analytics

Actionable

Intelligence

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: Information is
power in supply
chain

operations,
negotiations,
continuous
improvement
programs, and
process
improvement,
and indeed in all
aspects of

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managing an
operation.

Accurate and
timely

information can
result in better
decisions that
translate into
improvement of
bottom line
results. The
development

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and effective use of cost modeling as a method to understand the cost of products, services, and processes can help drive improvements in the quality and timeliness of

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decision making.
In the supply
chain

community an
understanding
of the actual
cost structures
of products and
services,
whether with
new or non-
partner

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suppliers, can facilitate fact-based discussions which are more likely to result in agreements that are competitively priced and with fair margins. Further,

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accurate cost
models which
are

cooperatively
developed
between supply
chain partners
can form the
basis for joint
efforts to reduce
non-value-added
costs and

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provide
additional focus
towards
operational
improvement.
While many
organizations
feel confident
they have an
understanding
of the cost
structure for

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products and services produced internally, cost modeling often uncovers areas where significant cost improvement can be obtained. Cost of quality is a particular type

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of internal cost
model that
analyzes the
true costs
associated with
the production
of less than
perfect products
and services.

The
development of
a cost of quality

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model can
provide insight
into how

products or
services of
higher quality
can be produced
at lower cost.

This book
provides the
business student
or professional a

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concise guide to
the creation and
effective use of
both internal
and external
cost models.
Development of
internal cost
models is
discussed with
illustrations
showing how

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they can be
deployed to
assist in new
product
development,
pricing
decisions, make-
or-buy decisions
and the
identification of
opportunities for
internal process

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improvement projects. The creation and use of external cost models are discussed providing insight into how their use can drive collaborative improvement efforts among

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supply chain
partners, better
prepare for price
negotiations,
and keep
negotiations
focused on facts
rather than
emotions--all
while allowing
for future
discussions with

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preferred suppliers to focus on more strategic and operational improvement initiatives, and less on pricing. A number of detailed cost model examples are provided to

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educate on both
how cost models
are constructed,
and to

demonstrate
how they have
been effectively
deployed

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Statistics,

Second Edition,

helps students

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gain the
statistical tools
and develop the
understanding
they'll need to
make informed
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decisions using
data. The
dynamic
approach
conquers the

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modern
challenges of
teaching
business
statistics by
making it
relevant,
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analysis and
understanding
over simple
computation,

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students to be

more analytical,

make better

business

decisions, and

effectively

communicating

results. This text

features a

wealth of real

data

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with coverage of
current issues
including ethics
and data mining.
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approach that reflects the authors' blend of teaching, consulting, and entrepreneurial experiences. Learning tools such as the Plan/Do/Report guided examples

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prepare students to tackle any business problem they will encounter as a future business leader. This book follows the GAISE

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common data
sets and the
proper way to
use such
information
when
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producing
informational
reports such as

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operations
research while
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textbooks focus
on one or the

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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

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emphasis reflects the importance of regression, optimization and simulation for practitioners of business analytics. Each chapter uses a didactic format that is followed

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students and
professionals to
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operations

research

modeling to

teach the

principles of

business

analytics Written

for students who

want to apply

statistics,

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optimization and
multivariate
modeling to gain
competitive
advantages in
business Shows
how powerful
software
packages, such
as SPSS and
Stata, can
create graphical

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and numerical
Better Business
outputs
Decisions

The Big Data-
Driven Business
Using Business
Intelligence in
the Medical
Practice

Modern Business
Statistics with
Microsoft Excel
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A hands-on guide to
the use of
quantitative methods
and software for
making successful
business decisions
The appropriate use
of quantitative

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methods lies at the
core of successful
decisions made by

managers,
researchers, and
students in the field
of business.

Providing a
framework for the
development of
sound judgment and
the ability to utilize

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quantitative and qualitative approaches, Data Driven Business Decisions introduces readers to the important role that data plays in understanding business outcomes, addressing four general areas that

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managers need to
know about: data
handling and

Microsoft Excel[®],
uncertainty, the
relationship between
inputs and outputs,
and complex
decisions with trade-
offs and uncertainty.
Grounded in the
author's own

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classroom approach
to business statistics,
the book reveals how
to use data to
understand the
drivers of business
outcomes, which in
turn allows for data-
driven business
decisions. A basic,
non-mathematical
foundation in

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statistics is provided,
outlining for readers
the tools needed to
link data with
business decisions;
account for
uncertainty in the
actions of others and
in patterns revealed
by data; handle data
in Excel®; translate
their analysis into

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simple business
terms; and present
results in simple
tables and charts.

The author discusses
key data analytic
frameworks, such as
decision trees and
multiple regression,
and also explores
additional topics,
including: Use of the

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correlation and auto-
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Interactions and
proportional
variation in

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and what it reveals

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theory as an
introduction to
correlations

Chapters are
introduced with case
studies that integrate
simple ideas into the
larger business
context, and are
followed by further
details, raw data,
and motivating

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insights. Algebraic notation is used only when necessary, and throughout the book, the author utilizes real-world examples from diverse areas such as market surveys, finance, economics, and business ethics. Excel® add-ins

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StatproGo and
TreePlan are
showcased to
demonstrate
execution of the
techniques, and a
related website
features extensive
programming
instructions as well
as insights, data sets,
and solutions to

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problems included in
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questions, illustrating
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studies range from a variety of fields, including performing headcount survival analysis for employee retention, forecasting the demand for new projects, using Monte Carlo simulation to understand outcome

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missing values,

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Charlotte E. Sibley,
President, Sibley
Associates, a

bioPharma

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think about leaders,
leadership qualities,
and leadership skills
needed for future
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Solutions, TGaS
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Particular strengths

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they are getting good
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tragedy of a
company failing
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is the fact that its
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capabilities in place
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insights. One
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you define what
business analytics is,
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corporate culture,

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