James Evans Business Analytics Solutions Manual

Big data is presenting challenges to cybersecurity. For an example, the Internet of Things (IoT) will reportedly soon generate a staggering 400 zettabytes (ZB) of data a year. Self-driving cars are predicted to churn out 4000 GB of data per hour of driving. Big data analytics, as an emerging analytical technology, offers the capability to collect, store, process, and vis Big Data Analytics in Cybersecurity examines security challenges surrounding big data and provides actionable insights that can be used to improve the current practices of network operators and administrators. Applying big data analytics in cybersecurity is critical. By exploiting data from the networks and computers, analysts can discover useful network informat make more informative decisions by using this analysis, including what actions need to be performed, and improvement recommendations to policies, guidelines, procedures, tools, and other aspects of the network processes. Bringing together experts from academia, government laboratories, and industry, the book provides insight to both new and more experienced as data analytics professionals who have varying levels of cybersecurity expertise. It covers a wide range of topics in cybersecurity, which include: Network forensics Threat analysis Vulnerability assessment Visualization Cyber training. In addition, emerging security domains such as the IoT, cloud computing, fog computing, mobile computing, and cyber-social networ first focuses on how big data analytics can be used in different aspects of cybersecurity including network forensics, root-cause analysis, and security training. Next it discusses big data challenges and solutions in such emerging cybersecurity domains as fog computing, IoT, and mobile app security. The book concludes by presenting the tools and datasets for futu A balanced, holistic approach to understanding business analytics. This book provides readers with the fundamental concepts and tools needed to understand the emerging role of business analytics in organizations. Evans also shows readers how to apply basic business analytics tools in a spreadsheet environment, and how to communicate with analytics professio interpret analytic models and results for making better business decisions.

For undergraduate and graduate level courses that combines introductory statistics with data analysis or decision modeling. A pragmatic approach to statistics, data analysis and decision modeling. Statistics, Data Analysis & Decision Modeling focuses on the practical understanding of its topics, allowing readers to develop conceptual insight on fundamental techniq dedication to present material in a simple and straightforward fashion is ideal for student comprehension.

Stressing the concrete applications of economic forecasting, Practical Business Forecasting is accessible to a wide-range of readers, requiring only a familiarity with basic statistics. The text focuses on the use of models in forecasting, explaining how to build practical forecasting models that produce optimal results. In a clear and detailed format, the text covers e and multi- equation models, univariate time-series modeling, and determining forecasting accuracy. Additionally, case studies throughout the book illustrate how the models are actually estimated and adjusted to generate accurate forecasts. After reading this text, students and readers should have a clearer idea of the reasoning and choices involved in building mod estimating econometric models used in practical business forecasting.

The economic crisis of 2008–2009 was a transformationalevent: it demonstrated that smart people aren't as smart as theyand the public think. The crisis arose because a lot of highlyeducated people in high-impact positions— political powerbrokers, business leaders, and large segments of the generalpublic—made a lot of bad decisions despite unprecedentedaccess decision support systems,methodological advances in the decision sciences, and guidance fromhighly experienced experts. How could we get things so wrong? Theanswer, says J. Davidson Frame in Framing Decisions: DecisionMaking That Accounts for Irrationality, People, andConstraints, is that traditional processes do not account forthe three critical immeasurable book'ssubtitle— irrationality, people, and constraints. Frame argues that decision-makers need to move beyond theirsingle-minded focus on rational and optimal solutions as preachedby the traditional paradigm. They must accommodate a decision'ssocial space and address the realities of dissimulation,incompetence, legacy, greed, peer pressure, and conflict. In thefin decisions of consequence, they shouldfocus on people – both as individuals and in groups. Framing Decisions offers a new approach to decisionmaking that gets decision-makers to put people and social contextat the heart of the decision process. It offers guidance on how tomake decisions in a real world filled with real people seeking realsolutions to their problem A well-designed life means a life well-lived. Whether you're 20, 40, 60 or older, many of us are still looking for an answer to that perennial question, 'What do I want to be when I grow up?' The phenomenally successful Life Design course, devised by Silicon Valley design innovators Bill Burnett and Dave Evans, has been tried and tested by thousands of people, from your own making. Now in book form for the first time, their simple method will teach you how to use basic design tools to create a life that will work for you. Using lots of real-life stories and proven techniques like reframing, prototyping and mind-mapping you will learn how to build your way forwards, step-by-positive-ste professionals to retirees contemplating a whole new future. This IBM® Redbooks® publication presents a development approach for master data management projects, and in particular, those projects based on IBM InfoSphere® MDM Server. The target audience for this book includes Enterprise Architects, Information, Integration and Solution Architects and Designers, Developers, and Product Managers. Master data manager processes and tools that defines and manages the non-transactional data entities of an organization. Master data management can provide processes for collecting, consolidating, persisting, and distributing this data throughout an organization. IBM InfoSphere Master Data Management Server creates trusted views of master data that can improve applications and it to gain control over business information by managing and maintaining a complete and accurate view of master data. You also can use InfoSphere MDM Server to extract maximum value from master data by centralizing multiple data domains. InfoSphere MDM Server provides a comprehensive set of prebuilt business services that support a full range of master da The explosive new addition to the DDVN World (Fire and Ice Series) and from USA Today Bestselling author K.F. Breene! Something has always been missing from my life. A hole that I could never seem to fill. When I accidentally turn a coven of witches into nightmares, I find out what that something is. Magic. And it turns out, I have a crap load of it. As a latent power awa exposed to one of the most powerful and corrupt organizations in the magical world-the Mages' Guild. Barely knowing a spell from a few swear words and luck, I won't be able to evade them alone. And that's when I meet him. The Rogue Natural. The best and most feared mage in the world. He's dangerous, mysterious, and has a vendetta all his own. He is now the only magical enslavement.

As the age of Big Data emerges, it becomes necessary to take the five dimensions of Big Data- volume, variety, velocity, volatility, and veracity- and focus these dimensions towards one critical emphasis - value. The Encyclopedia of Business Analytics and Optimization confronts the challenges of information retrieval in the age of Big Data by exploring recent advanc in the areas of knowledge management, data visualization, interdisciplinary communication, and others. Through its critical approach and practical application, this book will be a must-have reference for any professional, leader, analyst, or manager interested in making the most of the knowledge resources at their disposal.

Business Analytics refers to various categories of analytical approaches for modelling different business situations and arriving at solutions and strategies for optimal decision-making in marketing, finance, operations, organizational behaviour and other managerial processes. Thus, Business Analytics today refers to different approaches for modelling and arriving at assessing and predicting risk, predicting market preference, project feasibility, customer segmentation, inherent and underlying dimensions in consumer preferences, factors leading to probability of purchase, preferred segments in financial and credit card industry, probability of attrition in large organizations, etc.The myriad of modelling and other analytical approaches which constitute Business Analytical applications in Indian Industry today include predominantly- Determining which attributes in a product are found to be significantly satisfactory—Gap Analysis.• Analytical Modelling by Factor and Cluster Analysis.• Analytical Modelling by Logistics Regression and Discriminant Analysis.• Segmentation of primary target market by Heuristic Modelling such as RFM (recency, frequency, monetary) analysis.• Segmentation of target market based on large databases using Decision Tree approaches such as CHAID (Chi-square Automatic Interaction Detection) and other Classification and Regression Trees.• Determining Linkages between unobserved constructs such as customer satisfaction and factors leading to it, using Structural Equation Modelling (SEM).• Determining relative preferences in consumer perceptions by Conjoint Analysis.In this book, the author has discussed these analytical approaches following a classroom teaching format, drawing from her extensive teaching experience spanning over 30 years. The book first discusses all important concepts and then case studies are discussed which emulate real-life managerial situations.This textbook is designed to serve the needs of management students for a course in Business Analytics.

Data Mining for Business Analytics: Concepts, Techniques, and Applications in Python presents an applied approach to data mining concepts and methods, 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 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 students More than a dozen case studies demonstratin 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 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 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 California and co-author (with Witten, Hastie and Tibshirani) of the best-selling book An Introduction to Statistical Learning, with Applications in R This textbook is a comprehensive, step-by-step learning guide to each aspect of business analytics and its role and significance in real-life business decision-making. Correct analysis and interpretation of data can have an immense impact on business productivity. Therefore, business analytics has turned out to be a strategic need for sustainability and grow in this competitive world. Descriptive, predictive and prescriptive models and data mining techniques are increasingly being used to interpret large quantities of data for getting useful business insights. Business Analytics: Text and Cases deals with the end-to-end journey from planning the approach to a data-enriched decision-problem, to communicating the results derived from analytics models to clients. Using cases from all aspects of a business venture (finance, marketing, human resource and operations), the book helps students to develop the skill to evaluate a business case scenario, understand the business problems, identify the data sources and data availability, logically think through problem-solving, use analytics techniques and application software to solve the problem and be able to interpret the results. Key Features: •Case studies of three degrees of difficulty level to enhance better understanding of the concepts •Application of software tools such as Microsoft Excel, R, SPSS, RapidMiner and Tableau to assist learning in building models and communicating results using analytics, data mining and soft explanation •End of book Appendix consisting of step-by-step solved comprehensive case studies that discuss the concepts of all the chapters •Special emphasis on the need to develop skill for interpreting the outcome from the statistical results and presenting it in a form easily understood by the end user/client For one semester MBA Managerial Economics courses Economics for Managers presents the fundamental ideas of microeconomics and macroeconomics and integrates them from a managerial decision-making perspective in a framework that can be used in a single-semester course. To be competitive in today's business environment, managers must understand how economic forces affect their business and the factors that must be considered when making business decisions. This is the only book that provides business students and MBAs with a thorough and applied understanding of both micro- and macroeconomic concepts in a way non-economics majors can understand. The third edition retains all the same core concept and straightforward material on micro- and macroeconomics while incorporating new case material and real-world examples that relate to today's managerial student.

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

The practice of business is changing. More and more companies are amassing larger and larger amounts of data, and storing them in bigger and bigger data bases. Consequently, successful applications of data-driven decision making are plentiful and increasing on a daily basis. This book will motivate the need for data and data-driven solutions, using real data from real business scenarios. It will allow managers to better interact with personnel specializing in analytics by exposing managers and decision makers to the key ideas and concepts of data-driven decision making. Business Analytics for Managers conveys ideas and concepts from both statistics and data mining with the goal of extracting knowledge from real business data and actionable insight for managers. Throughout, emphasis placed on conveying data-driven thinking. While the ideas discussed in this book can be implemented using many different software solutions from many different vendors, it also provides a quick-start to one of the most powerful software solutions available. The main goals of this book are as follows excite managers and decision makers about the potential that resides in data and the value that data analytics can add to business processes and provide managers with a basic understanding of the main concepts of data analytics and a common language to convey data-driven decision problems so they can better communicate with personnel specializing in data mining or statistics.

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 s market trends, marketing channels Customer analytics – customer lifetime values, social media, customer needs Employee analytics – capacity, performance, leadership Operational analytics – supply chains, competencies, environmental impact Bare business analytics – sentiments, text, correlations Each tool will follow the bestselling Key format of being 5-6 pages long, broken into short sharp advice on the essentials: What is it? When should I use it? How do I use it? Tips and pitfalls Further reading This essential toolkit also provides an invaluable section on how to gather original data yourself through surveys, interviews, focus groups, etc.

In the United States, some populations suffer from far greater disparities in health than others. Those disparities are caused not only by fundamental differences in health status across segments of the population, but also because of inequities in factors that impact health status, so-called determinants of health. Only part of an individual's health status depends on his or her behavior and choice: community-wide problems like poverty, unemployment, poor education, inadequate housing, poor public transportation, interpersonal violence, and decaying neighborhoods also contribute to health inequities, as well as the historic and ongoing interplay of structures, policies, and norms that shape lives. When these factors are not optimal in a community, it does not mean they are intractable: such inequities can be mitigated by social policies that can shape health in powerful ways. Communities in Action: Pathways to Health Equity seeks to delineate the causes of and the solutions to health inequities in the United States. This report focuses on what communities can do to promote health equity, what actions are needed by the many and varied stakeholders that are part of communities or support them, as well as the root causes and structural barriers that need to be overcome. Neurofeedback: The First Fifty Years features broadly recognized pioneers in the field sharing their views and contributions on the history of neurofeedback. With some of the pioneers of neurofeedback already passed on or aging, this book brings together the monumental contributions of renowned researchers and practitioners in an unprecedented, comprehensive volume. With the rapid and exciting advances in this dynamic field, this information is critical for neuroscientists, neurologists, neurophysiologists, cognitive and developmental psychologists and other practitioners, providing a clear presentation of the frontiers of this exciting and medically important area of physiology. Contains chapters that are individually authored by pioneers or well-known personages presently active in the neurofeedback field Provides personal and historical perspectives regarding important past and present developments and future needs Enables each author to discuss his or her unique contributions to the field Includes chapters noting the contributions of deceased neurofeedback pioneers

'Today's supermodel has the marvellous legacy of Georgette Heyer' Susan Elizabeth Phillips When adventure calls in the form of a handsome aristocrat, will Viola Kingsley throw all caution to the wind? Two years after the death of the Earl of Riverdale, his family has overcome the shame of being stripped of their titles and fortune - except for his one-time countess, Viola. With her children grown and finding herself no longer part of the social whirl of the ton, she is uncertain where to look for happiness - until quite by accident her path crosses once again with the Marquess of Dorchester, Marcel Lamarr. Marcel Lamarr has been a notorious womanizer since the death of his wife nearly twenty years earlier. Viola caught his eye years ago, but she evaded his seduction at the time. She is all the more irresistible to him now. When the two defy convention and run away together, they discover that the ties of respectability are not so easily severed, and pleasure can ensnare you when you least expect it . . . This is the sparkling fourth novel in the Regency romance Westcott series by New York Times bestselling author Mary Balogh - perfect for fans of Grace Burrowes and Stephanie Laurens The Westcott Series: Someone to Love Someone to Hold Someone to Wed Someone to Care Someone to Trust (coming soon) Praise for Mary Balogh: 'One of the best' New York Times bestselling author Julia Quinn 'A grand mistress of the genre' Romantic Times 'Balogh is the queen of spicy Regency-era romance, creating memorable characters in unforgettable stories' Booklist 'Mary Balogh sets the gold standard in historical romance' New York Times bestselling author Jayne Ann Krentz 'A romance writer of mesmerising intensity, Mary Balogh has the gift of making a relationship seem utterly real and utterly compelling' Mary Jo Putney

4LTR Press solutions give students the option to choose the format that best suits their learning preferences. This option is perfect for those students who focus on the textbook as their main course resource. Extensively revised and reorganized, OM6 content includes a new integrative case that moves from chapter to chapter 35 related questions: a new treatment of value chain networks: greater emphasis on supply chain design: an all-new chapter devoted to supply chain management and logistics: and many new feature boxes and cases. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. Six Sigma has taken the corporate world by storm and represents the thrust of numerous efforts in manufacturing and service organizations to improve products, services, and processes. Although Six Sigma brings a new direction to quality and productivity improvement, its underlying tools and philosophy are grounded in the fundamental principles of total quality and continuous improvement of the past six decades. Nevertheless, Six Sigma has brought a renewed interest in quality and improvement that few can argue with, and has kept alive the principles of total quality developed in the latter part of the 20th Century. AN INTRODUCTION TO SIX SIGMA AND PROCESS IMPROVEMENT, 2e shows students the essence and basics of Six Sigma, as well as how Six Sigma has brought a renewed interest in the principles of total quality to cutting-edge businesses. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Operations and Supply Management: as the title indicates, provides increased emphasis on supply chain management in the 12e. The 12e continues its market leading up-to-date coverage of service operations as well. The text includes solved examples and problems, enough cases for MBA courses to use without supplementing, and the industry leading technology support suite. Content analysis is one of the most important but complex research methodologies in the social sciences. In this thoroughly updated Second Edition of The Content Analysis Guidebook, author Kimberly Neuendorf provides an accessible core text for upper-level undergraduates and graduate students across the social sciences. Comprising step-by-step instructions and practical advice, this text unravels the complicated aspects of content analysis.

Handbook of Neurofeedback is a comprehensive introduction to this rapidly growing field, offering practical information on the history of neurofeedback, theoretical concerns, and applications for a variety of disorders encountered by clinicians. Disorders covered include ADHD, depression, autism, aging, and traumatic brain injury. Using case studies and a minimum of technical language, the field's emerging topics, general and specific treatment procedures, training approaches, and theories on the efficacy of neurofeedback. The book includes comments on the future of the field from an inventor of neurofeedback equipment and a discussion on the theory of why neurofeedback training results in the alleviation of symptoms in a wide range of disorders. The contributors review of procedure training, inter-hemispheric training, the combination of neurofeedback and computerized cognitive training. Topics include: Implications of neurofeedback for managing the therapist variables Tomographic neurofeedback Applying audio-visual entrainment to neurofeedback Client and therapist variables Applying nonvolitional-command patterns s Nutrition and cognitive health ADHD definitions and treatment Attention disorders Autism disorders The neurobiology of depression QEEG-guided neurofeedback This book is an essential professional resource for anyone practicing, or interested in practicing neurofeedback, including neurotherapists, neuropsychologists, professional counselors, neurologists, neuroscientists, clinical p Normal 0 false false false MicrosoftInternetExplorer4 The Definitive Guide to Enterprise-Level Analytics Strategy, Technology, Implementation, and Management Organizations are capturing exponentially larger amounts of data than ever, and now they have to figure out what to do with it. Using analytics, you can harness this data, discover hidden patterns, and use this knowledge to act meaningfully understanding 'how, when, and where' events have occurred, to understand why – and use this knowledge to reshape the future. Now, analytics pioneer Tom Davenport and the world-renowned experts at the International Institute for Analytics (IIA) have brought together the latest techniques, best practices, and research on analytics in a single primer for maximizing the value of enterprise dat strategy, planning, organization, implementation, and usage. It covers everything from building better analytics organizations to gathering data: implementing predictive analytics to linking analysis with organizational performance. The authors offer specific insights for optimizing supply chains, online services, marketing, fraud detection, and many other business functions. They support their powe chapter-length case studies from healthcare, retail, and financial services. Enterprise Analytics will be an invaluable resource for every business and technical professional who wants to make better data-driven decisions: operations, supply chain, and product managers; project, financial, and marketing analysts; CIOs and other IT leaders; data, web, and data warehouse specialists, and many other The Digital Economy Report 2019 on "Value creation and capture: Implications for developing countries" takes stock of recent trends in the global digital landscape and discusses the development and policy implications of data and digital platforms. A key feature of the evolving digital economy is the increasing role of digital data as an economic resource, together with digital platforms as new w monetize data. The report considers policy options for countries to help ensure that they capture a fair part of the value created in the digital economy for inclusive development. Key issues include the market impact of emerging technologies and digital platforms, the impact on smaller businesses in developing countries and the implications for infrastructure, entrepreneurship, skills, competition 4LTR Press solutions give students the option to choose the format that best suits their learning preferences. This option is perfect for those students who focus on the textbook as their main course resource. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Combining the rational, logical instincts of the left brain with the passionate and artful skills of the right brain, this book offers a leadership approach that is both highly effective and deeply inspirational. Perfect for anyone assuming a leadership position, it presents simple solutions on such topics as effective collaboration, achieving goals, leadership styles, team-building, inspiring people to succ Combines topics from two traditionally distinct quantitative subjects, probability/statistics and management science/optimization, in a unified treatment of quantitative methods and models for management. Stresses those fundamental concepts that are most important for the practical analysis of management decisions: modeling and evaluating uncertainty explicitly, understanding the dynamic information effectively, simulating complex systems, and allocating scarce resources optimally.

"Focuses on the technology innovations that may help in building virtual businesses and making existing businesses smarter and efficient in their operations. Intended to help key decision makers understand more about introducing new technologies into businesses"-- The revised edition of the essential resource on macroeconometrics Structural Macroeconometrics provides a thorough overview and in-depth exploration of methodologies, models, and techniques used to analyze forces shaping national economies. In this thoroughly revised second edition, David DeJong and Chetan Dave emphasize time series econometrics and unite theoretical and empirical res field. The authors detail strategies for solving dynamic structural models and present the full range of methods for characterizing and evaluating empirical implications, including calibration exercises, method-of-moment procedures, and likelihood-based procedures, both classical and Bayesian. The authors look at recent strides that have been made to enhance numerical efficiency, consider the expanded use of alternative assumptions involving learning and rational inattention on the part of decision makers. The treatment of methodologies for obtaining nonlinear model representations has been expanded, and linear and nonlinear model representations are integrated throughout the text. The book offers a rich array of implementation algorithms, sample empirical applications, and supporting comp for graduate students seeking an introduction to macroeconomics and econometrics, and for advanced students pursuing applied research in macroeconomics. The book's historical perspective, along with its broad presentation of alternative methodologies, makes it an indispensable resource for academics and professionals.

The strategy tools you need for your business to succeed! Let Key Strategy Tools be your guide to developing a winning strategy for your firm. Cherry-pick the most useful approaches for your business and create a robust strategy that withstands investor scrutiny and becomes your roadmap to success. Covering 88 tools and framed within an innovative strategy development process, the Strategy Pyramid, this user-friendly manual takes you through each step of the process. Whether analysing your market, building competitive advantage or addressing risk and strategy, the strategic thinking tools you need at every stage in your strategy development. Following in the footsteps of the hugely successful Key Management Models and Key Performance Indicators, this book delivers professional-level information in the practical and accessible framework synonymous with the Key series.

Big Data represents a new era in data exploration and utilization, and IBM is uniquely positioned to help clients navigate this transformation. This book reveals how IBM is leveraging open source Big Data technology, infused with IBM technologies, to deliver a robust, secure, highly available, enterprise-class Big Data platform. The three defining characteristics of Big Data--volume, variety, and velocity--are discussed. You'll get a primer on Hadoop and how IBM is hardening it for the enterprise, and learn when to leverage IBM InfoSphere BigInsights (Big Data at rest) and IBM InfoSphere Streams (Big Data in motion) technologies. Industry use cases are also included in this practical guide. Learn how IBM hardens Hadoop for enterprise-class scalability and reliability Gain insight into IBM's unique in-motion and at-rest Big Data analytics platform Learn tips and tricks for Big Data use cases and solutions Get a quick Hadoop primer

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

This book provides a guide to businesses on how to use analytics to help drive from ideas to execution. Analytics used in this way provides "full lifecycle support" for business and helps during all stages of management decision-making and execution. The framework presented in the book enables the effective interplay of business, analytics, and information technology (business intelligence) both to leverage analytics for competitive advantage and to embed the use of business analytics into the business culture. It lays out an approach for analytics, describes the processes used, and provides guidance on how to scale analytics and how to develop analytics teams. It provides tools to improve analytics in a broad range of business situations, regardless of the level of maturity and the degree of executive sponsorship provided. As a guide for practitioners and managers, the book will benefit people who work in analytics teams, the managers and leaders who manage, use and sponsor analytics, and those who work with and support business analytics teams. Provide a description about the book that does not include any references to package elements. This description will provide a description where the core, text-only product or an eBook is sold. Please remember to fill out the variations section on the PMI with the book only information. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Now , a leader of Northwestern University's prestigious analytics program presents a fully-integrated treatment of both the business and academic elements of marketing applications in predictive analytics. Writing for both managers and students, Thomas W. Miller explains essential concepts, principles, and theory in the context of real-world applications. Building on Miller's pioneering program, Marketing Data Science thoroughly addresses segmentation, target marketing, brand and product positioning, new product development, choice modeling, recommender systems, pricing research, retail site selection, demand estimation, sales forecasting, customer retention, and lifetime value analysis. Starting where Miller's widely-praised Modeling Techniques in Predictive Analytics left off, he integrates crucial information and insights that were previously segregated in texts on web analytics, network science, information technology, and programming. Coverage includes: The role of analytics in delivering effective messages on the web Understanding the web by understanding its hidden structures Being recognized on the web - and watching your own competitors Visualizing networks and understanding communities within them Measuring sentiment and making recommendations Leveraging key data science methods: databases/data preparation, classical/Bayesian statistics, regression/classification, machine learning, and text analytics Six complete case studies address exceptionally relevant issues such as: separating legitimate email from spam; identifying legally-relevant information for lawsuit discovery; gleaning insights from anonymous web surfing data, and more. This text's extensive set of web and network problems draw on rich public-domain data sources; many are accompanied by solutions in Python and/or R. Marketing Data Science will be an invaluable resource for all students, faculty, and professional marketers who want to use business analytics to improve marketing performance.

Performance tuning is an experimental science, but that doesn't mean engineers should resort to guesswork and folklore to get the job done. Yet that's often the case. With this practical book, intermediate to advanced Java technologists working with complex technology stacks will learn how to tune Java applications for performance using a quantitative, verifiable approach. Most resources on performance tend to discuss the theory and internals of Java virtual machines, but this book focuses on the practicalities of performance tuning by examining a wide range of aspects. There are no simple recipes, tips and tricks, or algorithms to learn. Performance tuning is a process of defining and determining desired outcomes. And it requires diligence. Learn how Java principles and technology make the best use of modern hardware and operating systems Explore several performance tests and common anti-patterns that can vex your team Understand the pitfalls of measuring Java performance numbers and the drawbacks of microbenchmarking Dive into JVM garbage collection logging, monitoring, tuning, and tools Explore JIT compilation and Java language performance techniques Learn performance aspects of the Java Collections API and get an overview of Java concurrency