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In such times, business analytics plays a key role. Business intelligence facilitates the analytics teams to interpret data, extract information, and analyze trends. The right to self-service ...

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The future of data in business is so much more than having a fancy data scientist on your team. The Founder MaryBeth Maskovas - Founder, Principle Analytics and Optimization Consultant DURANGO, Colo.

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Get real-world insights and drive more value from your business intelligence ... Discover how unifying data onto a single cloud-based platform improved data access and analytics, and learn how ...

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What is the future for data intelligence, and how can brands solve ... and the organizations that effectively use data to inform business decisions will emerge as the leaders.

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Data Analysis is Difficult without AI Artificial intelligence empowers businesses users to tackle ... Machine learning-powered mechanisms enable business users to handle this data to ensure value, ...

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Quantexa, the data and analytics software company pioneering Contextual Decision Intelligence (CDI), today announced it has raised \$153M in Series D funding from Warburg Pincus and a growing group of ...

[Quantexa Redefines Data and Analytics to Lead Contextual Decision Intelligence Category with \\$153M Series D Funding](#)

From tracking Covid progression across geographies to sourcing secondary lifesaving drugs to streamlining the supply chain of vaccination, data analytics and artificial intelligence have been at the ...

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With the complexity of our data set, having the "Why" aspect of analytics is a powerful ... About Dhiva Dhiva is a business intelligence company with 15+ years of experience.

Data Mining for Business Analytics: Concepts, Techniques, and Applications in R presents an applied approach to data mining concepts and methods, using R software for illustration Readers will learn how to implement a variety of popular data mining algorithms in R (a free and open-source software) to tackle business problems and opportunities. This is the fifth version of this successful text, and the first using R. 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: Two new co-authors, Inbal Yahav and Casey Lichtendahl, who bring both expertise teaching business analytics courses using R, and data mining consulting experience in business and government 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 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 www.dataminingbook.com Data Mining for Business Analytics: Concepts, Techniques, and Applications in R 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.

"While business analytics sounds like a complex 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-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-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.

"The chapters in this volume offer useful case studies, technical roadmaps, lessons learned, and a few prescriptions todo this, avoid that."-From the Foreword by Joe LaCugna, Ph.D., Enterprise Analytics and Business Intelligence, Starbucks Coffee CompanyWith the growing barrage of "big data," it becomes vitally important for organizations to mak

The development of business intelligence has enhanced the visualization of data to inform and facilitate business management and strategizing. By implementing effective data-driven techniques, this allows for advance reporting tools to cater to company-specific issues and challenges. The Handbook of Research on Advanced Data Mining Techniques and Applications for Business Intelligence is a key resource on the latest advancements in business applications and the use of mining software solutions to achieve optimal decision-making and risk management results. Highlighting innovative studies on data warehousing, business activity monitoring, and text mining, this publication is an ideal reference source for research scholars, management faculty, and practitioners.

Discover the breakthrough tool your company can use to makewinning decisions This forward-thinking book addresses the emergence of predictivebusiness analytics, how it can help redefine the way yourorganization operates, and many of the misconceptions that impedethe adoption of this new management capability. Filled with caseexamples, Predictive Business Analytics defines ways inwhich specific industries have applied these techniques and toolsand how predictive business analytics can complement otherfinancial applications such as budgeting, forecasting, andperformance reporting. Examines how predictive business analytics can help yourorganization understand its various drivers of performance, theirrelationship to future outcomes, and improve managerialdecision-making Looks at how to develop new insights and understand businessperformance based on extensive use of data, statistical andquantitative analysis, and explanatory and predictive modeling Written for senior financial professionals, as well as generaland divisional senior management Visionary and effective, Predictive Business Analyticsreveals how you can use your business's skills, technologies,tools, and processes for continuous analysis of past businessperformance to gain forward-looking insight and drive businessdecisions and actions.

As technology continues to advance, it is critical for businesses to implement systems that can support the transformation of data into information that is crucial for the success of the company. Without the integration of data (both structured and unstructured) mining in business intelligence systems, invaluable knowledge is lost. However, there are currently many different models and approaches that must be explored to determine the best method of integration. Integration Challenges for Analytics, Business Intelligence, and Data Mining is a relevant academic book that provides empirical research findings on increasing the understanding of using data mining in the context of business intelligence and analytics systems. Covering topics that include big data, artificial intelligence, and decision making, this book is an ideal reference source for professionals working in the areas of data mining, business intelligence, and analytics; data scientists; IT specialists; managers; researchers; academicians; practitioners; and graduate students.

The abundance of data and the rise of new quantitative and statistical techniques have created a promising area: data analytics. This combination of a culture of data-driven decision making and techniques to include domain knowledge allows organizations to exploit big data analytics in their evaluation and decision processes. Also, in education and learning, big data analytics is being used to enhance the learning process, to evaluate efficiency, to improve feedback, and to enrich the learning experience. As every step a student takes in the online world can be traced, analyzed, and used, there are plenty of opportunities to improve the learning process of students. First, data analytics techniques can be used to enhance the student's learning process by providing real-time feedback, or by enriching the learning experience. Second, data analytics can be used to support the instructor or teacher. Using data analytics, the instructor can better trace, and take targeted actions to improve, the learning process of the student. Third, there are possibilities in using data analytics to measure the performance of instructors. Finally, for policy makers, it is often unclear how schools use their available resources to "produce" outcomes. By combining structured and unstructured data from various sources, data analytics might provide a solution for governments that aim to monitor the performance of schools more closely. Data analytics in education should not be the domain of a single discipline. Economists should discuss the possibilities, issues, and normative questions with a multidisciplinary team of pedagogists, philosophers, computer scientists, and sociologists. By bringing together various disciplines, a more comprehensive answer can be formulated to the challenges ahead. This book starts this discussion by highlighting some economic perspectives on the use of data analytics in education. The book begins a rich, multidisciplinary discussion that may make data analytics in education seem as natural as a teacher in front of a classroom.

This book presents the first comparative review of the state of the art and the best current practices of data warehouses. It covers source and data integration, multidimensional aggregation, query optimization, metadata management, quality assessment, and design optimization. A conceptual framework is presented by which the architecture and quality of a data warehouse can be assessed and improved using enriched metadata management combined with advanced techniques from databases, business modeling, and artificial intelligence.

From telecoms to finance, e-commerce to government, predictive models are being utilized across various sectors to tackle all kinds of business problems. Companies that have yet to benefit from this practice need to examine the ways in which they can do so...

With today's consumers spending more time on their mobiles than on their PCs, new methods of empirical stochastic modeling have emerged that can provide marketers with detailed information about the products, content, and services their customers desire. Data Mining Mobile Devices defines the collection of machine-sensed environmental data pertaining to human social behavior. It explains how the integration of data mining and machine learning can enable the modeling of conversation context, proximity sensing, and geospatial location throughout large communities of mobile users. Examines the construction and leveraging of mobile sites Describes how to use mobile apps to gather key data about consumers' behavior and preferences Discusses mobile mobs, which can be differentiated as distinct marketplaces—including Apple®, Google®, Facebook®, Amazon®, and Twitter® Provides detailed coverage of mobile analytics via clustering, text, and classification AI software and techniques Mobile devices serve as detailed diaries of a person, continuously and intimately broadcasting where, how, when, and what products, services, and content your consumers desire. The future is mobile-data mining starts and stops in consumers' pockets. Describing how to analyze Wi-Fi and GPS data from websites and apps, the book explains how to model mined data through the use of artificial intelligence software. It also discusses the monetization of mobile devices' desires and preferences that can lead to the triangulated marketing of content, products, or services to billions of consumers—in a relevant, anonymous, and personal manner.

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