



Business Analytics and Intelligence: A Compendium

Muthu Mathirajan & U Dinesh Kumar

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About the Book

Business Analytics and Intelligence: A Compendium includes articles on advanced data analysis, business analytics, big data and business intelligence for distinguished academicians, practitioners and researchers from academia and industry. It highlights emerging concepts and potential applications in descriptive, predictive and prescriptive analytics fields. The 216 articles presented in the proceedings are from over 425 contributors from academics and industry.

Salient Features

This book fulfills the need for supplementary to text books on business analytics and intelligence, particularly related to emerging concepts as well as on potential applications on business analytics and intelligence. Articles included widely addresses various tools applicable to Banking and Finance, Human Resource Management, Marketing, Operations and Supply Chain Management, Public Policy, Fraud Analysis, Patent Analysis, Sentiment Analysis, etc. Articles presented in the proceedings will inform, educate and challenge students, practitioners and faculty members in the disciplines of Statistics, Operations Research, Industrial Engineering, Management Science, Data Science, Heuristic Optimization and Machine Learning. Analytics Consultants are expected to broaden their perspective on the utility and application opportunity of emerging concepts and new applications of business analytics and intelligence.

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About the Author

Muthu Mathirajan :- Dr. Muthu Mathirajan is Chief Research Scientist at the Department of Management Studies, Indian Institute of Science

(IISc), Bangalore. He received M.Sc. degree in Mathematics from Madurai Kamaraj University and Postgraduate Diploma in Operations Research from College of Engineering, Guindy, Anna University. He also received M.Sc. (engineering) degree in Applied Operations Research and Ph.D. in Operations Management from IISc. He was a postdoctoral fellow at the Singapore–Massachusetts Institute of Technology Alliance in Nanyang Technological University, Singapore. He was a visiting consultant at Sultan Qaboos University, Oman. His Ph.D. thesis was adjudged the best thesis and was awarded the prestigious M.N. Gopalan Award of 2002 at the annual convention of the ORSI. His research interests are in the areas of Mathematical Modeling and Heuristic Optimizations for Production Planning and Scheduling, Personnel Scheduling, Routing and Scheduling in Logistics, Container Terminal Logistics, Distribution in Supply Chain Management and Research Methods. He has published over 55 research articles in both international and national journals, edited books and also presented over 50 research papers both at international and national conferences. He is the co-author of two books and a monograph.

U Dinesh Kumar :- is a Professor of Decision Sciences and Information Systems at IIM Bangalore and holds a Ph.D. in Mathematics from IIT Bombay. He has over 20-years of teaching and research experience. He is listed as one of the top 10 analytics academics in India by the analytics India magazine. He was awarded the Best Young Teacher Award by the Association of Indian Management Institutions in 2003. He has published more than 60 research articles in leading academic journals. Twenty four of his case studies on Business Analytics based on Indian and multinational organizations have been published at the Harvard Business Publishing's case portal. He has carried out consulting projects for organizations such as The Boston Consulting Group (India) Private Limited, Hindustan Aeronautics Limited, Qatar Airways, Mission Hospital, Manipal Hospitals, Scalene Works, Wipro Limited, UNIBIC and the World Health Organization etc.