



Business Analytics and Intelligence: A Compendium

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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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