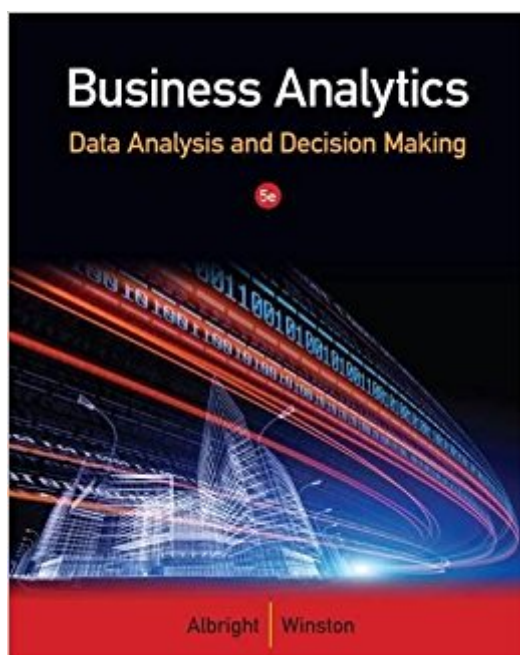The book was found

Business Analytics: Data Analysis & Decision Making

Synopsis

Become a master of data analysis, modeling, and spreadsheet use with BUSINESS ANALYTICS: DATA ANALYSIS AND DECISION MAKING, 5E! This quantitative methods text provides users with the tools to succeed with a teach-by-example approach, student-friendly writing style, and complete Excel 2013 integration. It is also compatible with Excel 2010 and 2007. Problem sets and cases provide realistic examples to show the relevance of the material. The Companion Website includes: the Palisade DecisionTools Suite (@RISK, StatTools, PrecisionTree, TopRank, RISKOptimizer, NeuralTools, and Evolver); SolverTable, which allows you to do sensitivity analysis; data and solutions files, PowerPoint slides, and tutorial videos.

Book Information

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Customer Reviews

S. Christian Albright received his B.S. degree in mathematics from Stanford in 1968 and his Ph.D. in operations research from Stanford in 1972. Since then, he has been teaching in the Operations and Decision Technologies Department in the Kelley School of Business at Indiana University until his retirement in 2011. He has taught courses in management science, computer simulation, and statistics to all levels of business students: undergraduates, MBAs, and doctoral students. His current interest is in spreadsheet modeling, including development of VBA applications in Excel. Dr. Albright has published more than 20 articles in leading operations research journals in applied probability. He has also published several successful textbooks, including BUSINESS ANALYTICS: DATA ANALYSIS AND DECISION MAKING; DATA ANALYSIS FOR MANAGERS; SPREADSHEET MODELING AND APPLICATIONS; and VBA FOR MODELERS.Wayne L. Winston

is Professor Emeritus of Decision Sciences at the Kelley School of Business at Indiana University and is now a Professor of Decision and Information Sciences at the Bauer College at the University of Houston. He has won more than 45 teaching awards and is a six-time recipient of the school-wide MBA award. His current interest focuses on showing how to use spreadsheet models to solve business problems in all disciplines, particularly in finance, sports, and marketing. In addition to publishing more than 20 articles in leading journals, Dr. Winston has written such successful textbooks as OPERATIONS RESEARCH: APPLICATIONS AND ALGORITHMS; MATHEMATICAL PROGRAMMING: APPLICATIONS AND ALGORITHMS; SIMULATION MODELING WITH @RISK; DATA ANALYSIS FOR MANAGERS; SPREADSHEET MODELING AND APPLICATIONS; MATHLETICS, DATA ANALYSIS AND BUSINESS MODELING WITH EXCEL 2013; MARKETING ANALYTICS; and FINANCIAL MODELS USING SIMULATION AND OPTIMIZATION. Dr. Winston received his B.S. degree in mathematics from MIT and his Ph.D. in operations research from Yale.

This book is a excellent book in that it provides a unified approach to business-related problems by integrating methods and applications that have been traditionally taught in separate courses, specifically statistics and management science. In addition, the book emphasizes realistic business examples and the processes managers actually use to analyze business problems.But before buying the book, make a sure that it has a access to a website which has samples used in the book. Without the samples in the website, the value of this book is none.

So far, this book is invaluable. I was an English major; then, ended up in analytics, so there are quite of few information gaps, even though I have Master's in Information Systems Management. When I got a new position that was decidedly more business intelligence/analytics focused than my previous position in Web Analytics at IBM (5+ years) and since I don't have a business education, I needed to quickly get up to speed on the fundamentals of BA. I'm so glad I rented this book. I also love that allows you to put your rental monies toward the purchase of the book, if you so choose. I'm on my second rental period and plan on buying the book. I'm using this to self-teach, if you will, since I don't have the time, money or motivation to return back to school. With this book, I'm off to a great start and feeling more confident about my skills and new position.

I just rented this book for about $50 and I had to return it after the semester ended. However, of all my MBA book that I have bought and breadths one I would have loved to keep. Absolutely superb instructions on statistical analysis. Step by step instructions to maximize excel. Just make sure you

have it loaded on a windows based system because the mac version for excel is incomplete. Let me write a review on microsoft products...oh that would be a book.

All you really learn in this book is how to use the publishers' Excel add-ins.

Worked perfect for class. Nice quality

Great book with helpful insights.

Good book for a textbook. If you want the Kindle MatchBook, buy it from another vendor, it's not offered here, but is elsewhere.

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