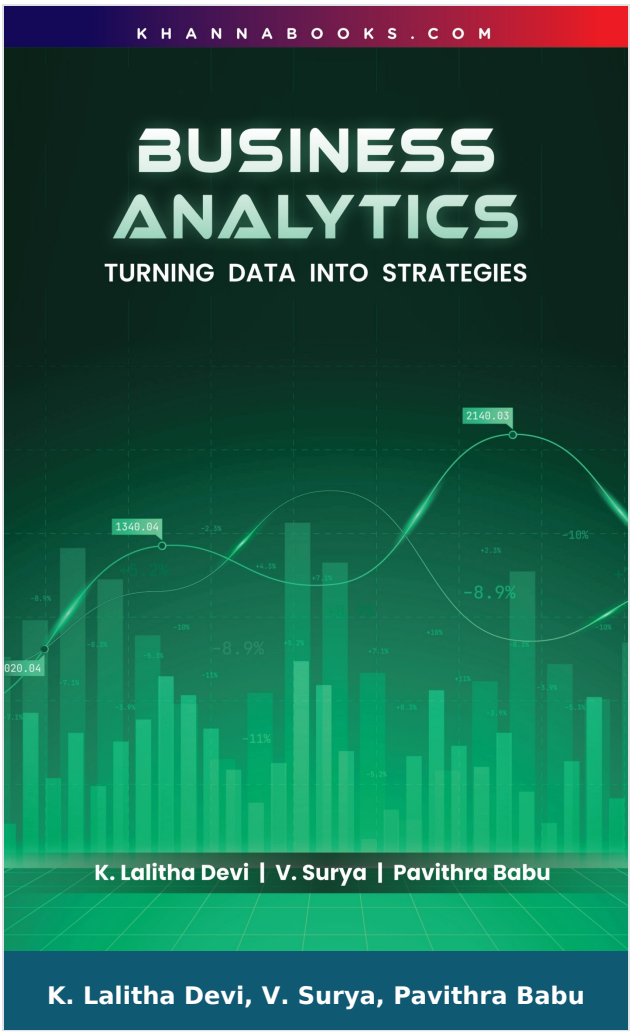


Business Analytics (Turning Data into Strategies)

Author :	K. Lalitha Devi, V. Surya, Pavithra Babu
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Product Description

This book serves as an essential guide for navigating the complex, data-driven world, focusing on the discipline of Business Analytics (BA). Titled "Business Analytics Turning Data into Strategies," it is specifically designed to equip professionals, analysts, and decision-makers with the knowledge to harness the immense power of data for informed and effective business strategies.

The core purpose is to provide a comprehensive understanding of BA concepts, methodologies, and applications, going beyond traditional reporting to leverage statistical models and predictive algorithms to uncover hidden patterns and optimize strategies. It explores the full spectrum of analytics, from Descriptive Analytics—understanding past trends—to Predictive Analytics—forecasting future outcomes, and the advanced practice of Prescriptive Analytics—optimizing decisions and recommending the best course of action.

Structured to balance theoretical concepts with practical insights and real-world applications, the book provides a clear roadmap for driving growth, efficiency, and innovation. It delves into modern topics crucial for competitive advantage, including Big Data Analytics, Machine Learning, and Artificial Intelligence. Whether you are a beginner seeking foundational knowledge or an experienced professional looking to refine skills, this resource will equip you with the tools and mindset to transform raw data into a strategic asset for sustainable success.

Salient Features:

• Full Analytics Spectrum: Explores the four major types of analytics—Descriptive, Diagnostic, Predictive, and Prescriptive—to help businesses understand what happened, why, and what action to take next.

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• Data Architecture Explained: Provides in-depth coverage of Data Warehouse and Data Lake architectures, detailing the ETL/ELT process and their critical role in supporting efficient strategic reporting.

• Core Data Mining: Discusses foundational Data Mining concepts, including OLAP, Association Analysis, and Cluster Analysis to discover hidden patterns for effective decision optimization.

• Text & Web Analytics: Guides readers through techniques like Natural Language Processing and Sentiment Analysis to extract meaningful insights and trends from unstructured sources like social media and web data.

• Strategic Performance KPIs: Details the Business Performance Management cycle, covering the setting of objectives, monitoring of Key Performance Indicators (KPIs), and utilizing real-time dashboards.

• Industry Applications: Showcases practical applications of BA in various business functions, including Finance, HR, Operations, Retail, and Healthcare, to solve complex real-world challenges.

• Big Data & AI: Integrates discussions on high-volume, high-velocity Big Data (the 5 Vs) and the application of AI and Machine Learning algorithms for advanced predictive and prescriptive solutions.

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