



Business Analytics

James R. Evans

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Business Analytics, "Second Edition teaches the fundamental concepts of the emerging field of business analytics and provides vital tools in understanding how data analysis works in today s organizations. Students will learn to apply basic business analytics principles, communicate with analytics professionals, and effectively use and interpret analytic models to make better business decisions. Included access to commercial grade analytics software gives students real-world experience and career-focused value. Author James Evans takes a balanced, holistic approach and looks at business analytics from descriptive, and predictive perspectives.

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