

Advances In Business Operations And Product Analytics Cutting Edge Cases From Finance To Manufacturing To Healthcare Ft Press Analytics

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Advances in Information and Communication Networks - Kohei Arai 2018-12-05

The book, gathering the proceedings of the Future of Information and Communication Conference (FICC) 2018, is a remarkable collection of chapters covering a wide range of topics in areas of information and communication technologies and their applications to the real world. It includes 104 papers and posters by pioneering academic researchers, scientists, industrial engineers, and students from all around the world, which contribute to our understanding of relevant trends of current research on communication, data science, ambient intelligence, networking, computing, security and Internet of Things. This book collects state of the art chapters on all aspects of information science and communication technologies, from classical to intelligent, and covers both theory and applications of the latest technologies and methodologies. Presenting state-of-the-art intelligent methods and techniques for solving real-world problems along with a vision of the future research, this book is an interesting and useful resource.

The Applied Business Analytics Casebook - Matthew J. Drake 2013-10-09

The first collection of cases on “big data” analytics for supply chain, operations research, and operations management, this reference puts readers in the position of the analytics professional and decision-maker. Perfect for students, practitioners, and certification candidates in SCM, OM, and OR, these short, focused, to-the-point case studies illustrate the entire decision-making process. They provide realistic opportunities to perform analyses, interpret output, and recommend an optimal course of action. Contributed by leading “big data” experts, the cases in The Applied Business Analytics Casebook covers: Forecasting and statistical analysis: time series forecasting models, regression models, data visualization, and hypothesis testing Optimization and simulation: linear, integer, and nonlinear programming; Monte Carlo simulation and risk analysis; and stochastic optimization Decision analysis: decision making under uncertainty; expected value of perfect information; decision trees; game theory models; AHP; and multi-criteria decision making Advanced business

analytics: data warehousing/mining; text mining; neural networks; financial analytics; CRM analytics; and revenue management models

Industry 4.0 - Alasdair Gilchrist 2016-06-28

Explore the current state of the production, processing, and manufacturing industries and discover what it will take to achieve re-industrialization of the former industrial powerhouses that can counterbalance the benefits of cheap labor providers dominating the industrial sector. This book explores the potential for the Internet of Things (IoT), Big Data, Cyber-Physical Systems (CPS), and Smart Factory technologies to replace the still largely mechanical, people-based systems of offshore locations. Industry 4.0: The Industrial Internet of Things covers Industry 4.0, a term that encapsulates trends and technologies that could rewrite the rules of manufacturing and production. What You'll Learn: Discover the Industrial Internet and Industrial Internet of Things See the technologies that must advance to enable Industry 4.0 and learn what is happening today to make that happen Observe examples of the implementation of Industry 4.0 Apply some of these case studies Discover the potential to take back the lead in manufacturing, and the potential fallout that could result Who This Book is For: Business futurists, business strategists, CEOs and CTOs, and anyone with an interest and an IT or business background; or anyone who may have a keen interest in how the future of IT, industry and production will develop over the next two decades.

Doing Business in Emerging Markets - Sudhir Rana 2021-09-28

This volume presents a comprehensive analysis of the business, financial and economic aspects of emerging markets. Using case studies from India, Turkey, Bangladesh and Africa, it discusses themes such as megaprojects, infrastructure and sustainability; cross-border mergers and acquisitions; a new paradigm for educational markets; exports competitiveness; work engagement in service sector; mobile banking and crowdfunding; and venture capital flow into emerging economies, to focus on the trade, foreign investment, financial, and social progress of these economies. The chapters review the current state, learnings, changing scenarios, business practices, and financial and

economic perspectives across emerging markets while examining progression, challenges and the way forward. With its rigorous approach and topical content, this book will be useful to scholars and researchers of management studies, business management, financial management, business economics, international business, finance and marketing, development studies and economics. It will also interest policymakers and practitioners in the field.

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Advanced Methodologies and Technologies in Business Operations and Management - Khosrow-Pour, D.B.A., Mehdi 2018-09-14

Businesses consistently work on new projects, products, and workflows to remain competitive and successful in the modern business environment. To remain zealous, businesses must employ the most effective methods and tools in human resources, project management, and overall business plan execution as competitors work to succeed as well. Advanced Methodologies and Technologies in Business Operations and Management provides emerging research on business tools such as employee

engagement, payout policies, and financial investing to promote operational success. While highlighting the challenges facing modern organizations, readers will learn how corporate social responsibility and utilizing artificial intelligence improve a company's culture and management. This book is an ideal resource for executives and managers, researchers, accountants, and financial investors seeking current research on business operations and management.

Advances in Manufacturing, Production Management and Process Control - Stefan Trzcielinski 2021-07-03

This book provides readers with a timely snapshot of human factors research and methods fostering a better integration of technologies and humans during the whole manufacturing cycle, giving a special emphasis to the quality and safety of the industrial environment for workers, the efficiency of the manufacturing processes itself, the quality of the final product, and its distribution to and use by the customers. It discusses timely issues relating to the automation of the manufacturing processes, and the challenges imposed by the implementation of industry 4.0, additive manufacturing and 3D printing technologies.

Contributions cover a range of industrial sectors, such as the automotive, health and constructions ones, highlighting both organizational and engineering solutions fostering sustainability, globalization, customization, workers' well-being and consumers' satisfaction, among other issues. Based on the AHFE 2021 Conferences on Human Aspects of Advanced Manufacturing, Advanced Production Management and Process Control, and Additive Manufacturing, Modeling Systems and 3D Prototyping, held virtually on 25-29 July, 2021, from USA, this book, which merges ergonomic research and technical know-how in the field of manufacturing and product design, addresses a wide range of engineers, designers and professionals, dealing with the integration of technologies and humans in the factories of the future.

Building a Digital Analytics Organization - Judah Phillips 2013-07-25

Drive maximum business value from digital analytics, web analytics, site analytics, and business intelligence! In Building a Digital

Analytics Organization, pioneering expert Judah Phillips thoroughly explains digital analytics to business practitioners, and presents best practices for using it to reduce costs and increase profitable revenue throughout the business. Phillips covers everything from making the business case through defining and executing strategy, and shows how to successfully integrate analytical processes, technology, and people in all aspects of operations. This unbiased and product-independent guide is replete with examples, many based on the author's own extensive experience. Coverage includes: key concepts; focusing initiatives and strategy on business value, not technology; building an effective analytics organization; choosing the right tools (and understanding their limitations); creating processes and managing data; analyzing paid, owned, and earned digital media; performing competitive and qualitative analyses; optimizing and testing sites; implementing integrated multichannel digital analytics; targeting consumers; automating marketing processes; and preparing for the revolutionary "analytical economy." For all business practitioners interested in analytics and business intelligence in all areas of the organization.

Digital Transformation for the Process Industries - Osvaldo A. Bascur 2020-10-27

Imagine if your process manufacturing plants were running so well that your production, safety, environmental, and profitability targets were being met so that your subject matter experts could focus on data-driven business improvements. Through proper use and analysis of your existing operations data, your company can become an industry leader and reward your stakeholders. Written in an engaging and easily understandable manner, this book demonstrates a step-by-step process of how an organization can effectively utilize technology and make the necessary culture changes to achieve operational excellence. You will see how several industry-leading companies have used an effective real-time data infrastructure for mission-critical business use cases. The book also addresses challenges involved, such as effectively integrating operational (OT) data with business (IT) systems to enable a more proactive, predictive management model for a

fleet of process plants. Some of the things you will take away: Learn how a real-time data infrastructure enables transformation of raw sensor data into contextualized information for operational insights and business process improvement. Understand how reusing the same operational data for multiple use cases significantly impacts fleet management, profitability, and asset stewardship. See how a simple digital unit template representing production flows can be repeatedly used to identify critical inefficiencies in plant operations. Discover best practices of deploying real-time situational awareness alerts and predictive analytics. Realize how to transform your organization into a data-driven culture for continuous sustainable improvement. Find out how leading companies integrate operations data with business intelligence and predictive analytics tools in a corporate on-premises or cloud-enabled environment. Learn how industry-leading companies have imaginatively used a real-time data infrastructure to improve yields, reduce cycle times, and slash operating costs. This book is targeted for process industries production and operations leadership, senior engineers, IT management, CIOs, and service providers to those industries. Academics will benefit from latest data analysis strategies. This book guides readers to use the best, results-proven approaches to ensure operational excellence.

Advances in Production Management Systems. Smart Manufacturing and Logistics Systems: Turning Ideas into Action - Duck Young Kim 2022-10-18

This two-volume set, IFIP AICT 663 and 664, constitutes the thoroughly refereed proceedings of the International IFIP WG 5.7 Conference on Advances in Production Management Systems, APMS 2022, held in Gyeongju, South Korea in September 2022. The 139 full papers presented in these volumes were carefully reviewed and selected from a total of 153 submissions. The papers of APMS 2022 are organized into two parts. The topics of special interest in the first part included: AI & Data-driven Production Management; Smart Manufacturing & Industry 4.0; Simulation & Model-driven Production Management; Service Systems Design, Engineering & Management; Industrial Digital

Transformation; Sustainable Production Management; and Digital Supply Networks. The second part included the following subjects: Development of Circular Business Solutions and Product-Service Systems through Digital Twins; "Farm-to-Fork" Production Management in Food Supply Chains; Urban Mobility and City Logistics; Digital Transformation Approaches in Production Management; Smart Supply Chain and Production in Society 5.0 Era; Service and Operations Management in the Context of Digitally-enabled Product-Service Systems; Sustainable and Digital Servitization; Manufacturing Models and Practices for Eco-Efficient, Circular and Regenerative Industrial Systems; Cognitive and Autonomous AI in Manufacturing and Supply Chains; Operators 4.0 and Human-Technology Integration in Smart Manufacturing and Logistics Environments; Cyber-Physical Systems for Smart Assembly and Logistics in Automotive Industry; and Trends, Challenges and Applications of Digital Lean Paradigm.

Advances in Manufacturing Processes, Intelligent Methods and Systems in Production Engineering - Andre Batako 2022

This book forms an excellent basis for the development of intelligent manufacturing system for Industry 4.0, digital and distributed manufacturing, and factories for future. This book of new developments and advancement in intelligent control and optimization system for production engineering serves as a good companion to scholars, manufacturing companies, and RTO to improve the efficiency of production systems.

Operations Management in the Hospitality Industry - Peter Szende 2021-06-10

From restaurants to resorts, the hospitality industry demands strong operations management to delight guests, develop employees, and deliver financial returns. This introductory textbook provides students with fundamental techniques and tools to analyse and improve operational capabilities of any hospitality organization.

Modern ERP: Select, Implement, and Use Today's Advanced Business Systems -

Marianne Bradford 2014-12-17

Modern ERP can be used in an undergraduate or graduate enterprise resource planning systems

course or to support an ERP module in information systems, accounting, business, or supply chain courses. This third edition continues to be vendor-agnostic and has been substantially revised to keep pace with advances in the ERP marketplace. New topics include cloud computing, mobility, and business analytics, while ERP security, ERP risk management, databases, and supply chain have been expanded. Innovative graphics and ERP screenshots have been incorporated to further aid in the learning process.

Information Technology - New Generations - Shahram Latifi 2018-04-12

This volume presents a collection of peer-reviewed, scientific articles from the 15th International Conference on Information Technology - New Generations, held at Las Vegas. The collection addresses critical areas of Machine Learning, Networking and Wireless Communications, Cybersecurity, Data Mining, Software Engineering, High Performance Computing Architectures, Computer Vision, Health, Bioinformatics, and Education.

AI and Big Data's Potential for Disruptive Innovation - Strydom, Moses 2019-09-27

Big data and artificial intelligence (AI) are at the forefront of technological advances that represent a potential transformational megatrend—a new multipolar and innovative disruption. These technologies, and their associated management paradigm, are already rapidly impacting many industries and occupations, but in some sectors, the change is just beginning. Innovating ahead of emerging technologies is the new imperative for any organization that aspires to succeed in the next decade. Faced with the power of this AI movement, it is imperative to understand the dynamics and new codes required by the disruption and to adapt accordingly. *AI and Big Data's Potential for Disruptive Innovation* provides emerging research exploring the theoretical and practical aspects of successfully implementing new and innovative technologies in a variety of sectors including business, transportation, and healthcare. Featuring coverage on a broad range of topics such as semantic mapping, ethics in AI, and big data governance, this book is ideally designed for IT specialists, industry professionals, managers,

executives, researchers, scientists, and engineers seeking current research on the production of new and innovative mechanization and its disruptions.

Applied Big Data Analytics in Operations Management - Kumar, Manish 2016-09-30

Operations management is a tool by which companies can effectively meet customers' needs using the least amount of resources necessary. With the emergence of sensors and smart metering, big data is becoming an intrinsic part of modern operations management. *Applied Big Data Analytics in Operations Management* enumerates the challenges and creative solutions and tools to apply when using big data in operations management. Outlining revolutionary concepts and applications that help businesses predict customer behavior along with applications of artificial neural networks, predictive analytics, and opinion mining on business management, this comprehensive publication is ideal for IT professionals, software engineers, business professionals, managers, and students of management.

Data Analytics for Business - Fenio Annansingh 2022-04-21

Data analytics underpin our modern data-driven economy. This textbook explains the relevance of data analytics at the firm and industry levels, tracing the evolution and key components of the field, and showing how data analytics insights can be leveraged for business results. The first section of the text covers key topics such as data analytics tools, data mining, business intelligence, customer relationship management, and cybersecurity. The chapters then take an industry focus, exploring how data analytics can be used in particular settings to strengthen business decision-making. A range of sectors are examined, including financial services, accounting, marketing, sport, health care, retail, transport, and education. With industry case studies, clear definitions of terminology, and no background knowledge required, this text supports students in gaining a solid understanding of data analytics and its practical applications. PowerPoint slides, a test bank of questions, and an instructor's manual are also provided as online supplements. This will be a valuable text for undergraduate level courses in

data analytics, data mining, business intelligence, and related areas.

Advances in Production Management Systems.

Production Management for Data-Driven, Intelligent, Collaborative, and Sustainable Manufacturing - Ilkyeong Moon 2018-08-24

The two-volume set IFIP AICT 535 and 536 constitutes the refereed proceedings of the International IFIP WG 5.7 Conference on Advances in Production Management Systems, APMS 2018, held in Seoul, South Korea, in August 2018. The 129 revised full papers presented were carefully reviewed and selected from 149 submissions. They are organized in the following topical sections: lean and green manufacturing; operations management in engineer-to-order manufacturing; product-service systems, customer-driven innovation and value co-creation; collaborative networks; smart production for mass customization; global supply chain management; knowledge based production planning and control; knowledge based engineering; intelligent diagnostics and maintenance solutions for smart manufacturing; service engineering based on smart manufacturing capabilities; smart city interoperability and cross-platform implementation; manufacturing performance management in smart factories; industry 4.0 - digital twin; industry 4.0 - smart factory; and industry 4.0 - collaborative cyber-physical production and human systems.

The Routledge Companion to Production and Operations Management - Martin K. Starr 2017-03-27

This remarkable volume highlights the importance of Production and Operations Management (POM) as a field of study and research contributing to substantial business and social growth. The editors emphasize how POM works with a range of systems—agriculture, disaster management, e-commerce, healthcare, hospitality, military systems, not-for-profit, retail, sports, sustainability, telecommunications, and transport—and how it contributes to the growth of each. Martin K. Starr and Sushil K. Gupta gather an international team of experts to provide researchers and students with a panoramic vision of the field. Divided into eight parts, the book presents the history of POM, and

establishes the foundation upon which POM has been built while also revisiting and revitalizing topics that have long been essential. It examines the significance of processes and projects to the fundamental growth of the POM field. Critical emerging themes and new research are examined with open minds and this is followed by opportunities to interface with other business functions. Finally, the next era is discussed in ways that combine practical skill with philosophy in its analysis of POM, including traditional and nontraditional applications, before concluding with the editors' thoughts on the future of the discipline. Students of POM will find this a comprehensive, definitive resource on the state of the discipline and its future directions.

Emerging Trends in Decision Sciences and Business Operations - Avinash K Shrivastava 2022-08-29

This volume analyses the rising inclusion of new and emerging technologies in business. It measures the effectiveness and challenges of these tools in various aspects of strategy and decision making within small and big businesses. Businesses in the competitive market must be agile and innovative to drive growth and the inclusion of technology and reliance on data science for decision-making is fraught with its own set of challenges. Through various case studies and analysis of trends, the book explores diverse dimensions of decision science from a micro as well as macro perspective. It examines the function, management and implementation of new technologies, like big data and AI in business operations and infrastructure highlighting their practical applications as well as the barriers to their adoption. This book will be useful to scholars and researchers of management studies, business management, financial management, business economics, international business, finance and marketing, development studies and economics. It will also interest policymakers and practitioners in the field.

Business Intelligence Guidebook - Rick Sherman 2014-11-04

Between the high-level concepts of business intelligence and the nitty-gritty instructions for using vendors' tools lies the essential, yet poorly-understood layer of architecture, design and process. Without this knowledge, Big Data is

belittled - projects flounder, are late and go over budget. Business Intelligence Guidebook: From Data Integration to Analytics shines a bright light on an often neglected topic, arming you with the knowledge you need to design rock-solid business intelligence and data integration processes. Practicing consultant and adjunct BI professor Rick Sherman takes the guesswork out of creating systems that are cost-effective, reusable and essential for transforming raw data into valuable information for business decision-makers. After reading this book, you will be able to design the overall architecture for functioning business intelligence systems with the supporting data warehousing and data-integration applications. You will have the information you need to get a project launched, developed, managed and delivered on time and on budget - turning the deluge of data into actionable information that fuels business knowledge. Finally, you'll give your career a boost by demonstrating an essential knowledge that puts corporate BI projects on a fast-track to success. Provides practical guidelines for building successful BI, DW and data integration solutions. Explains underlying BI, DW and data integration design, architecture and processes in clear, accessible language. Includes the complete project development lifecycle that can be applied at large enterprises as well as at small to medium-sized businesses Describes best practices and pragmatic approaches so readers can put them into action. Companion website includes templates and examples, further discussion of key topics, instructor materials, and references to trusted industry sources.

Big Data, Analytics, and the Future of Marketing & Sales - McKinsey Chief Marketing & Sales Officer Forum 2014-08-16

Big Data is the biggest game-changing opportunity for marketing and sales since the Internet went mainstream almost 20 years ago. The data big bang has unleashed torrents of terabytes about everything from customer behaviors to weather patterns to demographic consumer shifts in emerging markets. This collection of articles, videos, interviews, and slideshows highlights the most important lessons for companies looking to turn data into above-market growth: Using analytics to identify valuable business opportunities from the data to

drive decisions and improve marketing return on investment (MROI) Turning those insights into well-designed products and offers that delight customers Delivering those products and offers effectively to the marketplace. The goldmine of data represents a pivot-point moment for marketing and sales leaders. Companies that inject big data and analytics into their operations show productivity rates and profitability that are 5 percent to 6 percent higher than those of their peers. That's an advantage no company can afford to ignore.

Supply Chain Planning and Analytics - Gerald Feigin 2011-08-31

Every company must continually wrestle with the problem of deciding the right quantity and mix of products or services that it should produce as well as when and where to produce them. The problem is challenging because the decision must be made with uncertain and conflicting information about future demand, available production capacity, and sources of supply. The decision is in fact a highly complex balancing act, involving tradeoffs along many dimensions - for example, inventory targets vs. customer service levels, older products vs. newer ones, direct customers vs. channel partners - and requiring the compromise of constituents - sales, marketing, operations, procurement, product development, finance, as well as suppliers and customers - with varied objectives. The ability of a company to nimbly navigate this decision process without giving too much influence to any of the parties involved largely determines how well the company can respond to changing market conditions and ultimately whether the company will continue to thrive. This book focuses on the complex challenges of supply chain planning - the set of business processes that companies use for planning to meet future demand. Supply chain planning comprises a variety of planning processes within an organization: demand planning, sales & operations planning, inventory planning, promotion planning, supply planning, production planning, distribution planning, and capacity planning. Of course, not all companies engage in all of these planning activities and they may refer to these activities by other names but they all struggle with the on-going effort of matching demand with supply. Many textbooks

address supply chain planning problems and present mathematical tools and methods for solving certain classes of problems. This book is intended to complement these texts by focusing not on the mathematical models but on the problems that arise in practice that either these models do not adequately address or that make applying the models difficult or impossible. The book is not intended to provide pat solutions to these problems, but more to highlight the complexities and subtleties involved and describe ways to overcome practical issues that have worked for some companies.

Advanced Deep Learning Applications in Big Data Analytics - Bouarara, Hadj Ahmed
2020-10-16

Interest in big data has swelled within the scholarly community as has increased attention to the internet of things (IoT). Algorithms are constructed in order to parse and analyze all this data to facilitate the exchange of information. However, big data has suffered from problems in connectivity, scalability, and privacy since its birth. The application of deep learning algorithms has helped process those challenges and remains a major issue in today's digital world. *Advanced Deep Learning Applications in Big Data Analytics* is a pivotal reference source that aims to develop new architecture and applications of deep learning algorithms in big data and the IoT. Highlighting a wide range of topics such as artificial intelligence, cloud computing, and neural networks, this book is ideally designed for engineers, data analysts, data scientists, IT specialists, programmers, marketers, entrepreneurs, researchers, academicians, and students.

Data Science Using Oracle Data Miner and Oracle R Enterprise - Sibanja Das 2016-12-22
Automate the predictive analytics process using Oracle Data Miner and Oracle R Enterprise. This book talks about how both these technologies can provide a framework for in-database predictive analytics. You'll see a unified architecture and embedded workflow to automate various analytics steps such as data preprocessing, model creation, and storing final model output to tables. You'll take a deep dive into various statistical models commonly used in businesses and how they can be automated for predictive analytics using various SQL, PLSQL,

ORE, ODM, and native R packages. You'll get to know various options available in the ODM workflow for driving automation. Also, you'll get an understanding of various ways to integrate ODM packages, ORE, and native R packages using PLSQL for automating the processes. *Data Science Automation Using Oracle Data Miner and Oracle R Enterprise* starts with an introduction to business analytics, covering why automation is necessary and the level of complexity in automation at each analytic stage. Then, it focuses on how predictive analytics can be automated by using Oracle Data Miner and Oracle R Enterprise. Also, it explains when and why ODM and ORE are to be used together for automation. The subsequent chapters detail various statistical processes used for predictive analytics such as calculating attribute importance, clustering methods, regression analysis, classification techniques, ensemble models, and neural networks. In these chapters you will also get to understand the automation processes for each of these statistical processes using ODM and ORE along with their application in a real-life business use case. What you'll learn Discover the functionality of Oracle Data Miner and Oracle R Enterprise Gain methods to perform in-database predictive analytics Use Oracle's SQL and PLSQL APIs for building analytical solutions Acquire knowledge of common and widely-used business statistical analysis techniques Who this book is for IT executives, BI architects, Oracle architects and developers, R users and statisticians.

Advances in Business, Operations, and Product Analytics - Matthew J. Drake
2015-08-13

If you're seeking to master business analytics, case studies offer invaluable help: they expose you to the entire decision-making process, helping you practice an active role in both performing analysis and using its output to recommend optimal decisions. Now, drawing on his extensive teaching and consulting experience, Prof. Matthew Drake has created the ideal new casebook for all analytics students and practitioners. Drake, author of the widely-praised *Applied Business Analytics Casebook*, now presents a collection of up-to-date cases that are longer and more detailed than those typically presented in undergraduate texts, but

concise and focused enough to be taught in a single classroom session. Organized by analytical technique, *Advances in Business, Operations, and Product Analytics* covers: Descriptive analytics: descriptive statistics, sampling/inferential statistics, statistical quality control, and probability Predictive analytics: forecasting, demand managing, data and text mining Prescriptive analytics: optimization-based modeling, simulation-based modeling, decision analysis, and multi-criteria decision making Industry-specific analytics: HR and managerial analytics, financial analytics, and healthcare/life sciences In addition to practitioners, this casebook will be especially valuable to students and faculty in undergraduate and masters' courses that cover topics in business analytics, and courses applying analytics to specific industries such as healthcare, or specific business functions such as marketing.

ISE Essentials of Marketing Analytics - Dana E. Harrison 2021-02-09

Advanced Theory and Practice in Sport Marketing - Eric C. Schwarz 2017-12-18 Effective marketing is essential for any successful sport organization, from elite international teams to local leagues. Now in a fully revised and updated third edition, *Advanced Theory and Practice in Sport Marketing* is still the only text to introduce key theory and best practice at an advanced level. This new edition goes beyond the introductory marketing course by exploring advanced marketing theories related to social responsibility, global issues, information systems, consumer behavior, product management, logistics, sales, promotions, and social/digital/mobile media. New to the edition are sections on branding, destination marketing, and performance evaluation that demonstrate how to measure impacts through sport marketing and how to use analytics to determine sport marketing success. Every chapter contains extended case studies and theory-to-practice insights from marketing professionals around the world and a companion website includes an impressive array of additional teaching and learning resources. *Advanced Theory and Practice in Sport Marketing* goes further than

any other textbook to prepare students for the real world of sport marketing. It is essential reading for any upper-level undergraduate or postgraduate course in sport marketing or sport business.

Social Media Analytics and Practical Applications - Subodha Kumar 2021-12-15 *Social Media Analytics and Practical Applications: The Change to the Competition Landscape* provides a framework that allows you to understand and analyze the impact of social media in various industries. It illustrates how social media analytics can help firms build transformational strategies and cope with the challenges of social media technology. By focusing on the relationship between social media and other technology models, such as wisdom of crowds, healthcare, fintech and blockchain, machine learning methods, and 5G, this book is able to provide applications used to understand and analyze the impact of social media. Various industries are called out and illustrate how social media analytics can help firms build transformational strategies and at the same time cope with the challenges that are part of the landscape. The book discusses how social media is a driving force in shaping consumer behavior and spurring innovations by embracing and directly engaging with consumers on social media platforms. By closely reflecting on emerging practices, the book shows how to take advantage of recent advancements and how business operations are being revolutionized. *Social Media Analytics and Practical Applications* is written for academicians and professionals involved in social media and social media analytics.

Win with Advanced Business Analytics - Jean-Paul Isson 2012-10-09

Plain English guidance for strategic business analytics and big data implementation In today's challenging economy, business analytics and big data have become more and more ubiquitous. While some businesses don't even know where to start, others are struggling to move from beyond basic reporting. In some instances management and executives do not see the value of analytics or have a clear understanding of business analytics vision mandate and benefits. *Win with Advanced Analytics* focuses on integrating multiple types of intelligence, such

as web analytics, customer feedback, competitive intelligence, customer behavior, and industry intelligence into your business practice. Provides the essential concept and framework to implement business analytics Written clearly for a nontechnical audience Filled with case studies across a variety of industries Uniquely focuses on integrating multiple types of big data intelligence into your business Companies now operate on a global scale and are inundated with a large volume of data from multiple locations and sources: B2B data, B2C data, traffic data, transactional data, third party vendor data, macroeconomic data, etc. Packed with case studies from multiple countries across a variety of industries, Win with Advanced Analytics provides a comprehensive framework and applications of how to leverage business analytics/big data to outpace the competition.

Advanced Case Management with IBM Case Manager - Wei-Dong Zhu 2015-04-28

Organizations face case management challenges that require insight, responsiveness, and collaboration. IBM® Case Manager, Version 5.2, is an advanced case management product that unites information, process, and people to provide the 360-degree view of case information and achieve optimized outcomes. With IBM Case Manager, knowledge workers can extract critical case information through integrated business rules, collaboration, and analytics. This easy access to information enhances decision-making ability and leads to more successful case outcomes. IBM Case Manager also helps capture industry preferred practices in frameworks and templates to empower business users and accelerate return on investment. This IBM Redbooks® publication introduces the case management concept. It includes the reason for and benefits of case management, and why it is different from the traditional business process management or content management. In addition, this book addresses how you can design and build a case management solution with IBM Case Manager and integrate that solution with external products and components. This book is intended to provide IT architects and IT specialists with the high-level concepts of case management and the capabilities of IBM Case Manager. It also serves as a practical guide for IT professionals who are responsible for

designing, building, customizing, and deploying IBM Case Manager solutions.

Advanced Digital Marketing Strategies in a Data-Driven Era - Saura, Jose Ramon 2021-06-25

In the last decade, the use of data sciences in the digital marketing environment has increased. Digital marketing has transformed how companies communicate with their customers around the world. The increase in the use of social networks and how users communicate with companies on the internet has given rise to new business models based on the bidirectionality of communication between companies and internet users. Digital marketing, new business models, data-driven approaches, online advertising campaigns, and other digital strategies have gathered user opinions and comments through this new online channel. In this way, companies are beginning to see the digital ecosystem as not only the present but also the future. However, despite these advances, relevant evidence on the measures to improve the management of data sciences in digital marketing remains scarce. Advanced Digital Marketing Strategies in a Data-Driven Era contains high-quality research that presents a holistic overview of the main applications of data sciences to digital marketing and generates insights related to the creation of innovative data mining and knowledge discovery techniques applied to traditional and digital marketing strategies. The book analyzes how companies are adopting these new data-driven methods and how these strategies influence digital marketing. Discussing topics such as digital strategies, social media marketing, big data, marketing analytics, and data sciences, this book is essential for marketers, digital marketers, advertisers, brand managers, managers, executives, social media analysts, IT specialists, data scientists, students, researchers, and academicians in the field.

The Innovation Ultimatum - Steve Brown 2020-01-29

Prepares leaders for the 2020s—an accessible guide to the key technologies that will reshape business in the coming decade Most businesses identify six key digital technologies—artificial intelligence (AI), distributed ledgers and blockchain, the Internet of Things (IoT), autonomous machines, virtual and augmented

reality, and 5G communication—as critical to their relevance and growth over the coming ten years. These new disruptive technologies present significant opportunity for businesses in every industry. The first businesses to understand automation and these transformative technologies will be the ones to reap the greatest rewards in the marketplace. The Innovation Ultimatum helps leaders understand the key technologies poised to reshape business in the next decade and prepare their organizations for technology-enabled change. Using straightforward, jargon-free language, this important resource provides a set of strategic questions every leader will need to ask and answer in order to prepare for the impending changes to the business landscape. Author Steve Brown shares his insights to help leaders take full advantage of the next wave of digital transformation and describes compelling examples of how businesses are already embracing new technologies to optimize operations, create new value, and serve customers in new ways. Written for anyone that wants to understand how automation and new technology will fundamentally restructure business, this book enables readers to:

- Understand the implications of technology-driven change across industrial sectors
- Apply important insights to their own business
- Gain competitive advantage by implementing new technologies
- Prepare for the future of work and understand the skills needed to thrive in a post-automation economy
- Adopt critical digital technologies in any organization

Providing invaluable cutting-edge content, The Innovation Ultimatum is a much-needed source of guidance and inspiration for business leaders, board members, C-suite executives, and senior managers who need to prepare their businesses for the future.

Systems of Insight for Digital Transformation: Using IBM Operational Decision Manager Advanced and Predictive Analytics - Whei-Jen Chen 2015-12-03

Systems of record (SORs) are engines that generates value for your business. Systems of engagement (SOE) are always evolving and generating new customer-centric experiences and new opportunities to capitalize on the value in the systems of record. The highest value is

gained when systems of record and systems of engagement are brought together to deliver insight. Systems of insight (SOI) monitor and analyze what is going on with various behaviors in the systems of engagement and information being stored or transacted in the systems of record. SOIs seek new opportunities, risks, and operational behavior that needs to be reported or have action taken to optimize business outcomes. Systems of insight are at the core of the Digital Experience, which tries to derive insights from the enormous amount of data generated by automated processes and customer interactions. Systems of Insight can also provide the ability to apply analytics and rules to real-time data as it flows within, throughout, and beyond the enterprise (applications, databases, mobile, social, Internet of Things) to gain the wanted insight. Deriving this insight is a key step toward being able to make the best decisions and take the most appropriate actions. Examples of such actions are to improve the number of satisfied clients, identify clients at risk of leaving and incentivize them to stay loyal, identify patterns of risk or fraudulent behavior and take action to minimize it as early as possible, and detect patterns of behavior in operational systems and transportation that lead to failures, delays, and maintenance and take early action to minimize risks and costs. IBM® Operational Decision Manager is a decision management platform that provides capabilities that support both event-driven insight patterns, and business-rule-driven scenarios. It also can easily be used in combination with other IBM Analytics solutions, as the detailed examples will show. IBM Operational Decision Manager Advanced, along with complementary IBM software offerings that also provide capability for systems of insight, provides a way to deliver the greatest value to your customers and your business. IBM Operational Decision Manager Advanced brings together data from different sources to recognize meaningful trends and patterns. It empowers business users to define, manage, and automate repeatable operational decisions. As a result, organizations can create and shape customer-centric business moments. This IBM Redbooks® publication explains the key concepts of systems of insight and how to implement a system of insight solution with

examples. It is intended for IT architects and professionals who are responsible for implementing a systems of insights solution requiring event-based context pattern detection and deterministic decision services to enhance other analytics solution components with IBM Operational Decision Manager Advanced.

Advances in Production Management Systems. Towards Smart Production Management Systems - Farhad Ameri
2019-08-23

The two-volume set IFIP AICT 566 and 567 constitutes the refereed proceedings of the International IFIP WG 5.7 Conference on Advances in Production Management Systems, APMS 2019, held in Austin, TX, USA. The 161 revised full papers presented were carefully reviewed and selected from 184 submissions. They discuss globally pressing issues in smart manufacturing, operations management, supply chain management, and Industry 4.0. The papers are organized in the following topical sections: lean production; production management in food supply chains; sustainability and reconfigurability of manufacturing systems; product and asset life cycle management in smart factories of industry 4.0; variety and complexity management in the era of industry 4.0; participatory methods for supporting the career choices in industrial engineering and management education; blockchain in supply chain management; designing and delivering smart services in the digital age; operations management in engineer-to-order manufacturing; the operator 4.0 and the Internet of Things, services and people; intelligent diagnostics and maintenance solutions for smart manufacturing; smart supply networks; production management theory and methodology; data-driven production management; industry 4.0 implementations; smart factory and IIOT; cyber-physical systems; knowledge management in design and manufacturing; collaborative product development; ICT for collaborative manufacturing; collaborative technology; applications of machine learning in production management; and collaborative technology.

Advances in Manufacturing, Production Management and Process Control - Beata Mrugalska 2020-06-30

This book discusses the latest advances in the broadly defined field of advanced manufacturing and process control. It reports on cutting-edge strategies for sustainable production and product life cycle management, and on a variety of people-centered issues in the design, operation and management of manufacturing systems and processes. Further, it presents digital modeling systems and additive manufacturing technologies, including advanced applications for different purposes, and discusses in detail the implementation of and challenges imposed by 3D printing technologies. Based on three AHFE 2020 Conferences (the AHFE 2020 Virtual Conference on Human Aspects of Advanced Manufacturing, the AHFE 2020 Virtual Conference on Advanced Production Management and Process Control and the AHFE 2020 Virtual Conference on Additive Manufacturing, Modeling Systems and 3D Prototyping, the book merges ergonomics research, design applications, and up-to-date analyses of various engineering processes. It brings together experimental studies, theoretical methods and best practices, highlights future trends and suggests directions for further technological developments and the improved integration of technologies and humans in the manufacturing industry.

Advanced Analytics in Mining Engineering - Ali Soofastaei 2022-03-27

In this book, Dr. Soofastaei and his colleagues reveal how all mining managers can effectively deploy advanced analytics in their day-to-day operations- one business decision at a time. Most mining companies have a massive amount of data at their disposal. However, they cannot use the stored data in any meaningful way. The powerful new business tool-advanced analytics enables many mining companies to aggressively leverage their data in key business decisions and processes with impressive results. From statistical analysis to machine learning and artificial intelligence, the authors show how many analytical tools can improve decisions about everything in the mine value chain, from exploration to marketing. Combining the science of advanced analytics with the mining industrial business solutions, introduce the “Advanced Analytics in Mining Engineering Book” as a practical road map and tools for unleashing the

potential buried in your company's data. The book is aimed at providing mining executives, managers, and research and development teams with an understanding of the business value and applicability of different analytic approaches and helping data analytics leads by giving them a business framework in which to assess the value, cost, and risk of potential analytical solutions. In addition, the book will provide the next generation of miners - undergraduate and graduate IT and mining engineering students - with an understanding of data analytics applied to the mining industry. By providing a book with chapters structured in line with the mining value chain, we will provide a clear, enterprise-level view of where and how advanced data analytics can best be applied. This book highlights the potential to interconnect activities in the mining enterprise better. Furthermore, the book explores the opportunities for optimization and increased productivity offered by better interoperability along the mining value chain - in line with the emerging vision of creating a digital mine with much-enhanced capabilities for modeling, simulation, and the use of digital twins - in line with leading "digital" industries.

Creating Values with Operations and Analytics - Hau Lee 2022-10-21

This book showcases how the latest and most advanced types of analytical modeling and empirical analysis can help to create value in the global supply chain. Focusing on practical relevance, it shares valuable management insights and addresses key issues in operations management (OM), demonstrating how past research has led to various practices and impacts, while also exploring the aspirations of the latest research. It presents current research on various topics such as global supply chain design, service supply chains, product design, responsible supply chains, performance and incentives in operations, data analytics in health services, new business models in the digital age, and new digital technology advances such as blockchain. In addition, it presents practical case studies on the aforementioned topics. Beyond the value of its contents, the book is intended as a tribute to Professor Morris Cohen, who has been a major contributor to advancing the research frontier in operations management and a driving force in shaping the field. Given its

scope, the book will appeal to a wide readership, from researchers and PhD students to practitioners and consultants.

Advanced Business Analytics - Fausto Pedro García Márquez 2015-01-24

The book describes advanced business analytics and shows how to apply them to many different professional areas of engineering and management. Each chapter of the book is contributed by a different author and covers a different area of business analytics. The book connects the analytic principles with business practice and provides an interface between the main disciplines of engineering/technology and the organizational, administrative and planning abilities of management. It also refers to other disciplines such as economy, finance, marketing, behavioral economics and risk analysis. This book is of special interest to engineers, economists and researchers who are developing new advances in engineering management but also to practitioners working on this subject.

Pricing Analytics - Walter R. Paczkowski 2018-06-27

The theme of this book is simple. The price - the number someone puts on a product to help consumers decide to buy that product - comes from data. Specifically, it comes from statistically modeling the data. This book gives the reader the statistical modeling tools needed to get the number to put on a product. But statistical modeling is not done in a vacuum. Economic and statistical principles and theory conjointly provide the background and framework for the models. Therefore, this book emphasizes two interlocking components of modeling: economic theory and statistical principles. The economic theory component is sufficient to provide understanding of the basic principles for pricing, especially about elasticities, which measure the effects of pricing on key business metrics. Elasticity estimation is the goal of statistical modeling, so attention is paid to the concept and implications of elasticities. The statistical modeling component is advanced and detailed covering choice (conjoint, discrete choice, MaxDiff) and sales data modeling. Experimental design principles, model estimation approaches, and analysis methods are discussed and developed for choice models. Regression fundamentals have been developed for sales

model specification and estimation and

expanded for latent class analysis.