

The Applied Business Analytics Casebook Applications In Supply Chain Management Operations Management And Operations Research Ft Press Analytics

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Network Design at Commonwealth Pipeline Company - Matthew J. Drake 2014

This new business analytics case study challenges readers to create an optimal network design for a statewide pipeline company: a design that minimizes the amount of high-cost piping required, yet still connects all of the firm's terminals. Crystallizing realistic analytical challenges faced by companies in many industries and markets, it exposes readers to the entire decision-making process, providing opportunities to perform analyses, interpret output, and recommend the best course of action. Author: Matthew J. Drake, Duquesne University.

The Power of Habit: by Charles Duhigg | Summary & Analysis - Elite Summaries 2016-06-13

Detailed summary and analysis of *The Power of Habit. Forecasting Sales at Ska Brewing Company* - Matthew J. Drake 2014-01-16

This new business analytics case study challenges readers to project trends and plan capacity for a fast-growing craft beer operation, so it can make the best possible decisions about expensive investments in brewing capacity. Crystallizing realistic analytical challenges faced by companies in many industries and markets, it exposes readers to the entire decision-making process, providing opportunities to perform analyses, interpret output, and recommend the best course of action. Author: Eric Huggins, Fort Lewis College.

Auditing - Raymond N. Johnson 2019-04-16

The explosion of data analytics in the auditing profession demands a different kind of auditor. Auditing: A Practical Approach with Data Analytics prepares students for the rapidly changing demands of the auditing profession by meeting the data-driven requirements of today's workforce. Because no two audits are alike, this course uses a practical, case-based approach to help students develop professional judgement, think critically about the auditing process, and develop the decision-making skills necessary to perform a real-world audit. To further prepare students for the profession, this course integrates seamless exam review for successful completion of the CPA Exam. *Advanced Case Management with IBM Case Manager* - IBM Redbooks 2013-05-09

Project Management - Harold Kerzner 2013-01-22
A new edition of the most popular book of project management case studies, expanded to include more than 100 cases plus a "super case" on the Iridium Project Case studies are an important part of project management education and training. This Fourth Edition of Harold Kerzner's Project Management Case Studies features a number of new cases covering value measurement in project management. Also included is the well-received "super case," which covers all aspects of project management and may be used as a capstone for a course. This new edition: Contains 100-plus case studies drawn from real companies to illustrate both successful and poor implementation of project management Represents a wide range of industries, including medical and pharmaceutical, aerospace, manufacturing, automotive, finance and banking, and telecommunications Covers cutting-edge areas of construction and international

project management plus a "super case" on the Iridium Project, covering all aspects of project management Follows and supports preparation for the Project Management Professional (PMP®) Certification Exam Project Management Case Studies, Fourth Edition is a valuable resource for students, as well as practicing engineers and managers, and can be used on its own or with the new Eleventh Edition of Harold Kerzner's landmark reference, Project Management: A Systems Approach to Planning, Scheduling, and Controlling. (PMP and Project Management Professional are registered marks of the Project Management Institute, Inc.)

Forecasting Offertory Revenue at St. Elizabeth Seton Catholic Church - Matthew J. Drake 2014-01-16

This new business analytics case study challenges readers to forecast donations, plan budgets, and manage cash flow for a religious institution suffering rapidly falling contributions. Crystallizing realistic analytical challenges faced by non-profit and for-profit organizations of all kinds, it exposes readers to the entire decision-making process, providing opportunities to perform analyses, interpret output, and recommend the best course of action. Author: Matthew J. Drake, Duquesne University.

Real-world Data Mining - Dursun Delen 2015

As business becomes increasingly complex and global, decision-makers must act more rapidly and accurately, based on the best available evidence. Modern data mining and analytics is indispensable for doing this. Real-World Data Mining demystifies current best practices, showing how to use data mining and analytics to uncover hidden patterns and correlations, and leverage these to improve all business decision-making. Drawing on extensive experience as a researcher, practitioner, and

instructor, Dr. Dursun Delen delivers an optimal balance of concepts, techniques and applications. Without compromising either simplicity or clarity, Delen provides enough technical depth to help readers truly understand how data mining technologies work. Coverage includes: data mining processes, methods, and techniques; the role and management of data; tools and metrics; text and web mining; sentiment analysis; and integration with cutting-edge Big Data approaches. Throughout, Delen's conceptual coverage is complemented with application case studies (examples of both successes and failures), as well as simple, hands-on tutorials.

Using Person-Centered Health Analytics to Live Longer - Dwight McNeill 2015-03-19

The American way of producing health is failing. It continues to rank very low among developed countries on our most vital need...to live a long and healthy life. Despite the well-intentioned actions on the part of government, life sciences, and technology, the most important resource for achieving our full health potential is ourselves. This book is about how you can do so, and how others can help you. Dwight McNeill introduces person-centered health analytics (pcha) and shows how you can use it to master five everyday behaviors that cause and perpetuate most chronic diseases. Using Person-Centered Health Analytics to Live Longer combines deep insight, a comprehensive framework, and practical tools for living longer and healthier lives. It offers a clear path forward for both individuals and stakeholders, including providers, payers, health promotion companies, technology innovators, government, and analytics practitioners.

Aluminum Versus Plastic - Matthew J. Drake 2014-01-16

This new business analytics case study challenges readers to help Durable Aluminum build a strategic plan for convincing more laptop computer manufacturers to specific aluminum cases instead of plastic. Readers will be asked to help position aluminum as the preferred choice with regard to the environment, consumer choice, and pricing, focusing on full lifecycle cost compared with plastic. Crystallizing realistic analytical challenges faced by companies in many industries, this case study covers the entire decision-making process, providing opportunities to perform analyses, interpret output, and recommend the best actions. Author: Ryan Luchs, Drew Lessard, and Robert P. Sroufe, Duquesne University.

Blockchain and Distributed Ledger Technology Use Cases - Horst Treiblmaier 2021-06-06

Blockchain and other trustless systems have gone from being relatively obscure technologies, which were only known to a small community of computer scientists and cryptologists, to mainstream phenomena that are now considered powerful game changers for many industries. This book explores and assesses real-world use cases and case studies on blockchain and related technologies. The studies describe the respective applications and address how these technologies have been deployed, the rationale behind their application, and finally, their outcomes. The book shares a wealth of experiences and lessons learned regarding financial markets, energy, SCM, healthcare, law and compliance. Given its scope, it is chiefly intended for academics and practitioners who want to learn more about blockchain applications.

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

Managing the Challenges in Human Service Organizations - Michael J. Austin 2009

The novel approach of this casebook encourages the student to determine how they would act and work towards a resolution of real-world dilemmas.

Strategic Financial Management Casebook - Rajesh Kumar 2017-01-05

Strategic Financial Management Casebook strategically uses integrative case studies—cases that do not emphasize specific subjects such as capital budgeting or value based management—to provide a framework for understanding strategic financial management. By

featuring holistic presentations, the book puts readers into the shoes of those responsible for the world’s largest wealth creators. It covers strategies of growth, mergers and acquisitions, financial performance analysis over the past decade, wealth created in terms of stock returns since its listing in stock market, investment and financial decisions, cost of capital, and corporate valuation. In addition, the casebook also discusses corporate restructuring activities undertaken by each company. Each chapter follows a template to facilitate learning, and each features an Excel-based case analysis worksheet that includes a complete data set for financial analysis and valuation. Introduces a conceptual framework for integrating strategy and finance for value creation Emphasizes the roles of corporate governance, corporate social responsibility, and risk management in value creation Encourages an analysis of investment, financing, and dividend decisions Examines non-financial factors that contribute to value

Fraud Analytics Using Descriptive, Predictive, and Social Network Techniques - Bart Baesens 2015-08-17

Detect fraud earlier to mitigate loss and prevent cascading damage Fraud Analytics Using Descriptive, Predictive, and Social Network Techniques is an authoritative guidebook for setting up a comprehensive fraud detection analytics solution. Early detection is a key factor in mitigating fraud damage, but it involves more specialized techniques than detecting fraud at the more advanced stages. This invaluable guide details both the theory and technical aspects of these techniques, and provides expert insight into streamlining implementation. Coverage includes data gathering, preprocessing, model building, and post-implementation,

with comprehensive guidance on various learning techniques and the data types utilized by each. These techniques are effective for fraud detection across industry boundaries, including applications in insurance fraud, credit card fraud, anti-money laundering, healthcare fraud, telecommunications fraud, click fraud, tax evasion, and more, giving you a highly practical framework for fraud prevention. It is estimated that a typical organization loses about 5% of its revenue to fraud every year. More effective fraud detection is possible, and this book describes the various analytical techniques your organization must implement to put a stop to the revenue leak. Examine fraud patterns in historical data Utilize labeled, unlabeled, and networked data Detect fraud before the damage cascades Reduce losses, increase recovery, and tighten security The longer fraud is allowed to go on, the more harm it causes. It expands exponentially, sending ripples of damage throughout the organization, and becomes more and more complex to track, stop, and reverse. Fraud prevention relies on early and effective fraud detection, enabled by the techniques discussed here. Fraud Analytics Using Descriptive, Predictive, and Social Network Techniques helps you stop fraud in its tracks, and eliminate the opportunities for future occurrence.

Pizza Station - Matthew J. Drake 2014-01-16

Using Lean Six Sigma techniques, this new case study challenges readers to analyze why a local pizza restaurant is experiencing a rapid increase in customer complaints, ranging from late delivery to poor crusts. Crystallizing realistic analytical challenges faced by companies in many industries and markets, it exposes readers to the entire decision-making process, providing

opportunities to perform analyses, interpret output, and recommend the best course of action. Author: Kathryn Marley, Duquesne University; and Gopesh Anand, University of Illinois at Urbana-Champaign.

Vehicle Routing at Otto's Discount Brigade - Matthew J. Drake 2014-01-16

This new business analytics case study challenges readers to optimize the logistics operation for a regional chain of discount stores, gaining the insight they need to consolidate routes and eliminate overspending. Crystallizing realistic analytical challenges faced by companies in many industries and markets, it exposes readers to the entire decision-making process, providing opportunities to perform analyses, interpret output, and recommend the best course of action. Author: Matthew J. Drake, Duquesne University.

Maintaining Financial Success and Expanding into Other Markets at FeedMyPet.com - Matthew J. Drake 2014-01-16

This new business analytics case study challenges readers to help a successful e-commerce startup use IPO funding to extend its niche leadership into new ventures, dissuade online competitors, and move long-time "bricks and mortar" shoppers online. Crystallizing realistic analytical challenges faced by companies in many industries and markets, it exposes readers to the entire decision-making process, providing opportunities to perform analyses, interpret output, and recommend the best course of action. Author: Charles A. Wood, Duquesne University.

Managerial Economics - W. Bruce Allen 2012-09-15

Thoroughly updated to reflect the post-crisis, global, and digital economy.

Digital Exhaust - Dale Neef 2015

Will "Big Data" supercharge the economy, tyrannize us, or both? Data Exhaust is the definitive primer for everyone who wants to understand all the implications of Big Data, digitally driven innovation, and the accelerating Internet Economy. Renowned digital expert Dale Neef clearly explains: What Big Data really is, and what's new and different about it How Big Data works, and what you need to know about Big Data technologies Where the data is coming from: how Big Data integrates sources ranging from social media to machine sensors, smartphones to financial transactions How companies use Big Data analytics to gain a more nuanced, accurate picture of their customers, their own performance, and the newest trends How governments and individual citizens can also benefit from Big Data How to overcome obstacles to success with Big Data - including poor data that can magnify human error A realistic assessment of Big Data threats to employment and personal privacy, now and in the future Neef places the Big Data phenomenon where it belongs: in the context of the broader global shift to the Internet economy, with all that implies. By doing so, he helps businesses plan Big Data strategy more effectively - and helps citizens and policymakers identify sensible policies for preventing its misuse. By conservative estimate, the global Big Data market will soar past \$50 billion by 2018. But those direct expenses represent just the "tip of the iceberg" when it comes to Big Data's impact. Big Data is now of acute strategic interest for every organization that aims to succeed - and it is equally important to everyone else. Whoever you are, Data Exhaust tells you exactly what you need to know about Big Data - and what to do about it, too.

The Applied Business Analytics Casebook - Matthew J. Drake 2013-10-30

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

Quantitative Methods for Business - David Ray Anderson 2012-04

Readers don't need to be a mathematician to understand and maximize the power of quantitative methods! Written for the future or current business professional, *QUANTITATIVE METHODS FOR BUSINESS*, 12E, International Edition by a powerhouse, award-winning author team makes it easy for readers to understand how to most effectively use quantitative methods to make intelligent successful decisions. The book's hallmark problem-scenario approach guides readers through the application

of mathematical concepts and techniques, while memorable examples illustrate how and when to use the methods. Readers discover everything needed for success in working with quantitative methods, from a strong managerial orientation to instant online access to Excel worksheets for text examples; The Management Scientist v6.0 and TreePlan; Crystal Ball; Premium Solver for Excel, and LINGO.

PaperbackSwap.com - Matthew J. Drake 2014-01-16

This new case study challenges readers to help a leading online book swap site retool its business model to overcome increased postal costs and the growing popularity of e-books. Crystallizing realistic analytical challenges faced by companies in many industries and markets, it exposes readers to the entire decision-making process, providing opportunities to perform analyses, interpret output, and recommend the best course of action. Author: Brandy S. Cannon and Louis A. Le Blanc, Berry College.

Narragansett Brewing Company - Matthew J. Drake 2014-01-16

Using formal facility location methods, this new business analytics case study challenges readers to compare three potential locations for Narragansett Brewery's new keg-only brewing facility in Rhode Island, and identify the best alternative. Crystallizing realistic analytical challenges faced by companies in many industries and markets, it exposes readers to the entire decision-making process, providing opportunities to perform analyses, interpret output, and recommend the optimal course of action. Author: John K. Visich, Christopher J. Roethlein, and Angela M. Wicks, Bryant University.

How to Do Systems Analysis - John E. Gibson 2016-07-05

Presents the foundational systemic thinking needed to conceive systems that address complex socio-technical problems. This book emphasizes the underlying systems analysis components and associated thought processes. The authors describe an approach that is appropriate for complex systems in diverse disciplines complemented by a case-based pedagogy for teaching systems analysis that includes numerous cases that can be used to teach both the art and methods of systems analysis. Covers the six major phases of systems analysis, as well as goal development, the index of performance, evaluating candidate solutions, managing systems teams, project management, and more. Presents the core concepts of a general systems analysis methodology. Introduces, motivates, and illustrates the case pedagogy as a means of teaching and practicing systems analysis concepts. Provides numerous cases that challenge readers to practice systems thinking and the systems methodology. *How to Do Systems Analysis: Primer and Casebook* is a reference for professionals in all fields that need systems analysis, such as telecommunications, transportation, business consulting, financial services, and healthcare. This book also serves as a textbook for undergraduate and graduate students in systems analysis courses in business schools, engineering schools, policy programs, and any course that promotes systems thinking. Ten Types of Innovation - Larry Keeley 2013-07-15
Innovation principles to bring about meaningful and sustainable growth in your organization. Using a list of more than 2,000 successful innovations, including Cirque du Soleil, early IBM mainframes, the Ford Model-T, and many more, the authors applied a proprietary algorithm and determined ten meaningful groupings—the Ten Types of Innovation—that provided insight into innovation. The

TenTypes of Innovation explores these insights to diagnose patterns of innovation within industries, to identify innovation opportunities, and to evaluate how firms are performing against competitors. The framework has proven to be one of the most enduring and useful ways to start thinking about transformation. Details how you can use these innovation principles to bring about meaningful—and sustainable—growth within your organization. Author Larry Keeley is a world renowned speaker, innovation consultant, and president and co-founder of Doblin, the innovation practice of Monitor Group; BusinessWeek named Keeley one of seven Innovation Gurus who are changing the field. The Ten Types of Innovation concept has influenced thousands of executives and companies around the world since its discovery in 1998. The Ten Types of Innovation is the first book explaining how to implement it.

Stranded in the Nyiri Desert - Matthew J. Drake
2014-01-16

This unique case study challenges readers to use business analytics techniques to survive a bus accident in a remote area of Amboseli National Park in Kenya's Nyiri Desert, without access to communication.

Crystallizing several realistic analytical challenges, it exposes readers to the entire decision-making process, providing opportunities to perform analyses, interpret output, and recommend the best course of action. Author: Aimée A. Kane and Mercy Shitemi, Duquesne University.

Essentials of Business Analytics - Bhimasankaram Pochiraju
2019-07-10

This comprehensive edited volume is the first of its kind, designed to serve as a textbook for long-duration business analytics programs. It can also be used as a

guide to the field by practitioners. The book has contributions from experts in top universities and industry. The editors have taken extreme care to ensure continuity across the chapters. The material is organized into three parts: A) Tools, B) Models and C) Applications. In Part A, the tools used by business analysts are described in detail. In Part B, these tools are applied to construct models used to solve business problems. Part C contains detailed applications in various functional areas of business and several case studies. Supporting material can be found in the appendices that develop the pre-requisites for the main text. Every chapter has a business orientation. Typically, each chapter begins with the description of business problems that are transformed into data questions; and methodology is developed to solve these questions. Data analysis is conducted using widely used software, the output and results are clearly explained at each stage of development. These are finally transformed into a business solution. The companion website provides examples, data sets and sample code for each chapter.

Joe's Coin Shop - Matthew J. Drake
2014-01-16

This new business analytics case study challenges readers to help a retail coin shop owner build an Internet sale and auction site that complements his existing business while reaching customers who prefer to purchase online. Crystallizing realistic analytical challenges faced by companies in many industries and markets, it exposes readers to the entire decision-making process, providing opportunities to perform analyses, interpret output, and recommend the best course of action. Author: Charles A. Wood, Duquesne University.

HealthCare's Corporate Social Responsibility Program -
Matthew J. Drake 2014-01-16

This new business analytics case study challenges readers to help a company's sustainability coordinator choose her first high-profile project, based on both qualitative and quantitative inputs, including alignment with the company's mission. Readers will consider three alternatives with significantly different financial and timing implications and decision-making criteria. Crystallizing realistic analytical challenges faced by companies in many industries, this case study covers the entire decision-making process, providing opportunities to perform analyses, interpret output, and recommend optimal actions. Author: Robert P. Sroufe and Marie Fechik-Kirk, Duquesne University.

Happiness, Healing, Enhancement - George W. Burns
2009-12-15

Praise for Happiness, Healing, Enhancement "Filled with good strategies based in research, compelling case material, and most importantly, practical advice, this book belongs in the library of everyone interested in what it means to live well. It provides not only ample food for thought, but for action." –Christopher Peterson, Professor of Psychology, University of Michigan "If you are a therapist, a coach—or if you want to help yourself and others flourish—then this book is a must-read. It is an important theoretical and practical contribution to the field of positive psychology—and, in fact, to the field of psychology as a whole." –Tal Ben-Shahar, author of Happier and The Pursuit of Perfect A practical guide to applying the principles of positive psychology in your mental health practice Edited by internationally recognized psychologist, author, and therapist trainer George Burns, Happiness, Healing,

Enhancement: Your Casebook Collection for Applying Positive Psychology in Therapy provides thought-provoking yet realistic and practical contributions from practitioners of positive psychology from around the world who share how they have translated solid, positive psychology research into sound clinical practice. Organized to make searching for a particular diagnostic category or therapeutic outcome fast and easy, this guide features: Contributions from some of the world's foremost positive psychology clinicians, researchers, and teachers, including P. Alex Linley, Betty Alice Erickson, Robert Weis, Antonella Delle Fave, Richard G. Tedeschi, Robert Biswas-Diener, Michael D. Yapko, and Bill O'Hanlon Examples and strategies including a "Putting It into Practice" feature that illustrates how readers can immediately apply the therapeutic applications covered in each chapter Building on the proven benefits of the positive psychology movement, Happiness, Healing, Enhancement will teach you new skills that will strengthen your practice of therapy and equip your clients with the pathways to overcome challenging problems and live a full, satisfying life. Social and Sustainability Marketing - Jishnu Bhattacharyya 2021-09-26

"... an important intervention in the conversation around social and ecological sustainability that draws on both micromarketing and macromarketing scholarship to help the reader understand the challenges with illustrations from insightful cases both from emerging and developed economies. This compilation should be essential reading for the discerning student of sustainable consumption and production." -- Professor Pierre McDonagh, Associate Editor, Journal of Macromarketing (USA); Professor of Critical Marketing &

Society, University of Bath, UK Experts in the field of economics, management science, and particularly in the marketing domain have always been interested in and acknowledged the importance of sustaining profitable businesses while incorporating societal and environmental concerns; however, the level of existing literature and availability of teaching cases reflect a dearth of real case studies, especially those focused on marketing for social good. This book of actual case studies will address that need. In addition, this book is important and timely in providing a case book for instructors (those in both industry and academia) to help them in teaching and training the next generation of leaders through corporate training and universities. Currently, marketing for social good is increasingly becoming a part of most curriculums under the umbrella of different titles, such as social marketing, green marketing, and sustainability marketing. The relevance of these studies is increasing across the globe. This book is composed of long and short real cases with varying complexity in different sectors. This case book will also cover some review articles for an overview of the recent developments in the study area. With these case studies, collections of questions, teaching materials, and real-life marketing scenarios, this book offers a unique source of knowledge to marketing professionals, students, and educators across the world. The main objective of this case book is to understand the applicability of marketing science (marketing for social good context, such as social marketing and sustainability marketing) in internet marketing related to e-buying behavior and e-WOM. In addition, it illustrates the various types of existing marketing practices that are relevant from both theoretical and

practical points of view in this electronic era, as well as discussing other non-electronic marketing practices and focusing on consumer buying behavior. As a result, marketing managers can treat their customers according to their desired value. This book particularly explores the possibilities and advantages created by social marketing and sustainability marketing through the presentation of thorough review articles and case studies. This case book helps corporate training centers and universities with compact teaching reference materials in their relevant courses.

Inventory Management at Squirrel Hill Cosmetics - Matthew J. Drake 2014-01-16

This new business analytics case study challenges readers to optimize the management of global inventory and related distribution costs in a consumer goods company that imports most of its products from China. Crystallizing realistic analytical challenges faced by companies in many industries and markets, it exposes readers to the entire decision-making process, providing opportunities to perform analyses, interpret output, and recommend the best course of action. Author: Paul M. Griffin, Pennsylvania State University.

Advances in Business, Operations, and Product Analytics - Matthew J. Drake 2015-05-25

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.

Marketing Data Science - Thomas W. Miller 2015-05-02

Now , a leader of Northwestern University's prestigious analytics program presents a fully-integrated treatment of both the business and academic elements of marketing applications in predictive analytics. Writing for both managers and students, Thomas W. Miller explains essential concepts, principles, and theory in the context of real-world applications. Building on Miller's pioneering program, *Marketing Data Science* thoroughly addresses segmentation, target marketing, brand and product positioning, new product development, choice modeling, recommender systems, pricing research, retail site selection, demand estimation, sales forecasting, customer retention, and lifetime value analysis.

Starting where Miller's widely-praised *Modeling Techniques in Predictive Analytics* left off, he integrates crucial information and insights that were previously segregated in texts on web analytics, network science, information technology, and programming. Coverage includes: The role of analytics in delivering effective messages on the web Understanding the web by understanding its hidden structures Being recognized on the web – and watching your own competitors Visualizing networks and understanding communities within them Measuring sentiment and making recommendations Leveraging key data science methods: databases/data preparation, classical/Bayesian statistics, regression/classification, machine learning, and text analytics Six complete case studies address exceptionally relevant issues such as: separating legitimate email from spam; identifying legally-relevant information for lawsuit discovery; gleaning insights from anonymous web surfing data, and more. This text's extensive set of web and network problems draw on rich public-domain data sources; many are accompanied by solutions in Python and/or R. *Marketing Data Science* will be an invaluable resource for all students, faculty, and professional marketers who want to use business analytics to improve marketing performance. [Publish or Perish](#) - Matthew J. Drake 2014-01-16 This new business analytics case study challenges readers to manage the complex book publishing process from manuscript through printing and shipping, keeping projects on time to meet the industry's crucial spring and fall seasons. Crystallizing realistic analytical challenges faced by companies in many industries and markets, it exposes readers to the entire decision-making process, providing opportunities to perform

analyses, interpret output, and recommend the best course of action. Author: Beate Klingenberg and David Gavin, Marist College.

Safety Stock Planning for a Hong Kong Fashion Retailer - Matthew J. Drake 2014-01-16

This new business analytics case study challenges readers to optimize safety stock levels for a fashion company, where consumer demand is exceptionally hard to forecast, and inventory planning is extremely difficult. Crystallizing realistic analytical challenges faced by companies in many industries and markets, it exposes readers to the entire decision-making process, providing opportunities to perform analyses, interpret output, and recommend the best course of action. Author: Tsan-Ming (Jason) Choi, The Hong Kong Polytechnic University.

Alpine Cupcakes Audit Case - Carol Dee 2019-06-15

Fraud Examination Casebook with Documents - William H. Beecken 2017-03-31

A practical advantage for entry-level fraud examiners with start-to-finish casework *Fraud Examination Casebook with Documents* provides critical practice for students and new CPAs; criminal and insurance investigators; and attorneys seeking additional guidance on real-world fraud investigation. With five cases that include over 100 pages of documentation, this guide helps you put your conceptual knowledge to work as you conduct full-length Fraud Examinations from predication through report. Short instructional narratives guide you through tools like horizontal and vertical analysis, report writing, and other important tasks, while Excel templates streamline the process and kick start your investigation. Multiple-choice questions help you gauge your understanding and practical mastery, while expert

guidance throughout prompts you to draw on your existing knowledge and apply it to casework. With a focus on asset misappropriation and financial statement fraud, these cases provide highly relevant experience for real-world practice. Learning concept isn't always enough to do the job effectively; "knowing" is different from "applying," yet few practical resources exist for new and aspiring fraud examiners—until now. This book provides the much-needed practice that helps examiners polish their skills, with expert guidance every step of the way. Conduct actual Fraud Examinations Perform horizontal and vertical analyses Review checks and decode debit card transactions Examine adjustments to electronic records Perform simple forensic data analytics Vouch to/from documentation Write complete Fraud Examination reports Prepare court-ready schedules and audio-visuAs you work your way through the cases, you'll develop the skills and instinct experienced examiners rely upon every day. You'll hone your analytical edge and master the essentials of report writing, leaving you fully equipped to conduct a thorough investigation and deliver your findings clearly, comprehensively, and authoritatively. *Fraud Examination Casebook with Documents* is a vital resource for students and new fraud examiners seeking a practical advantage in real-world skills.

Improving Health Care in Low- and Middle-Income Countries - Lani Rice Marquez 2020-05-26

This open access book is a collection of 12 case studies capturing decades of experience improving health care and outcomes in low- and middle-income countries. Each case study is written by healthcare managers and providers who have implemented health improvement projects using quality improvement methodology, with

analysis from global health experts on the practical application of improvement methods. The book shows how frontline providers in health and social services can identify gaps in care, propose changes to address those gaps, and test the effectiveness of their changes in order to improve health processes and outcomes. The chapters feature cases that provide real-life examples of the challenges, solutions, and benefits of improving healthcare quality and clearly demonstrate for readers what quality improvement looks like in practice: Addressing Behavior Change in Maternal, Neonatal, and Child Health with Quality Improvement and Collaborative Learning Methods in Guatemala; Haiti's National HIV Quality Management Program and the Implementation of an Electronic Medical Record to Drive Improvement in Patient Care; Scaling Up a Quality Improvement Initiative: Lessons from Chamba District, India; Promoting Rational Use of Antibiotics in the Kyrgyz Republic; Strengthening Services for Most Vulnerable Children through Quality Improvement Approaches in a Community Setting: The Case of Bagamoyo District,

Tanzania; Improving HIV Counselling and Testing in Tuberculosis Service Delivery in Ukraine: Profile of a Pilot Quality Improvement Team and Its Scale-Up Journey; Improving Health Care in Low- and Middle-Income Countries: A Case Book will find an engaged audience among healthcare providers and administrators implementing and managing improvement projects at Ministries of Health in low- to middle-income countries. The book also aims to be a useful reference for government donor agencies, their implementing partners, and other high-level decision makers, and can be used as a course text in schools of public health, public policy, medicine, and development. ACKNOWLEDGMENT: This work was conducted under the USAID Applying Science to Strengthen and Improve Systems (ASSIST) Project, USAID Award No. AID-OAA-A-12-00101, which is made possible by the generous support of the American people through the U.S. Agency for International Development (USAID). DISCLAIMER: The contents of this book are the sole responsibility of the Editor(s) and do not necessarily reflect the views of USAID or the United States Government. div=""^