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Olivier Albigini, MSc, Ph.D
Wiley

Data analytics, with its far reaching use cases and diverse applications, is now emerging as the keystone of strategic business decision making. From enabling businesses to make consumer oriented marketing decisions to helping them address key operational inefficiencies, analytics is radically changing the perception towards the importance of data.

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Dimensional analysis 4 3. Real-world analytics - case studies 7 4. Challenges in working with data 14 5. Implications for management accountants 15 6.

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BUSINESS ANALYTICS AND DECISION MAKING

Data Science or Analytics is an art of leveraging data streams to improve

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Decision Making. It uses scientific methods, processes, algorithms and systems to extract knowledge and insights from structured and unstructured data.

Data Science: business analytics for decision makers

make decisions to how to navigate the organisational, legal and ethical issues involved in data-based decision making
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Data Science vs Business Analytics | Find out Top 9 Useful ...

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Business Analytics for Decision Making | Coursera

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Business analytics is a set of automated data analysis practices, tools and services that help you understand both what is happening in your business and why, to improve decision-making and help you plan for the future. The term "business analytics" is often used in association with business intelligence (BI) and big data analytics.

Business Analytics | IBM

Data Analysis for Decision Making Use data analysis to gather critical business

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insights, identify market trends before your competitors, and gain advantages for your business. Start Date: Mar 15, 2021

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