Information Quality: The Potential of Data and Analytics to Generate Knowledge
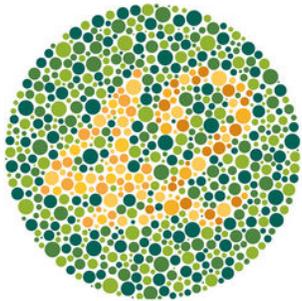
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E-Book	ISBN: 978-1-118-89065-3	October 2016	**$74.99**
Hardcover	ISBN: 978-1-118-87444-8	December 2016	**$93.50**
O-Book	ISBN: 978-1-118-89062-2	October 2016	**Available on Wiley Online Library**

📖 DESCRIPTION

Provides an important framework for data analysts in assessing the quality of data and its potential to provide meaningful insights through analysis

Analytics and statistical analysis have become pervasive topics, mainly due to the growing availability of data and analytic tools. Technology, however, fails to deliver insights with added value if the quality of the information it generates is not assured. Information Quality (InfoQ) is a tool developed by the authors to assess the potential of a dataset to achieve a goal of interest, using data analysis. Whether the information quality of a dataset is sufficient is of practical importance at many stages of the data analytics journey, from the pre-data collection stage to the post-data collection and post-analysis stages. It is also critical to various stakeholders: data collection agencies, analysts, data scientists, and management.

 This book:

• Explains how to integrate the notions of goal, data, analysis and utility that are the main building blocks of data analysis within any domain.

• Presents a framework for integrating domain knowledge with data analysis.

• Provides a combination of both methodological and practical aspects of data analysis.

• Discusses issues surrounding the implementation and integration of InfoQ in both academic programmes and business / industrial projects.

• Showcases numerous case studies in a variety of application areas such as education, healthcare, official statistics, risk management and marketing surveys.

• Presents a review of software tools from the InfoQ perspective along with example datasets on an accompanying website.

 This book will be beneficial for researchers in academia and in industry, analysts, consultants, and agencies that collect and analyse data as well as undergraduate and postgraduate courses involving data analysis.

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Galit Shmueli is SRITNE Chaired Professor of Data Analytics and Associate Professor of Statistics & Information Systems at the Indian School of Business. She is best known for her research and teaching in business analytics, with a focus on statistical and data mining methods for contemporary data and applications in information systems and healthcare. Dr. Shmueli's research has been published in the statistics, management, information systems, and marketing literature. She authors over seventy journal articles, books, textbooks and book chapters, including the popular textbook Data Mining for Business Intelligence and Practical Time Series Forecasting. Dr. Shmueli is an award-winning teacher and speaker on data analytics. She has taught at Carnegie Mellon University, University of Maryland, the Israel Institute of Technology, Statistics.com and the Indian School of Business.

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