DESCRIPTION

Maximize profit and optimize decisions with advanced business analytics

*Profit-Driven Business Analytics* provides actionable guidance on optimizing the use of data to add value and drive better business. Combining theoretical and technical insights into daily operations and long-term strategy, this book acts as a development manual for practitioners seeking to conceive, develop, and manage advanced analytical models. Detailed discussion delves into the wide range of analytical approaches and modeling techniques that can help maximize business payoff, and the author team draws upon their recent research to share deep insight about optimal strategy. Real-life case studies and examples illustrate these techniques at work, and provide clear guidance for implementation in your own organization. From step-by-step instruction on data handling, to analytical fine-tuning, to evaluating results, this guide provides invaluable guidance for practitioners seeking to reap the advantages of true business analytics.

Despite widespread discussion surrounding the value of data in decision making, few businesses have adopted advanced analytic techniques in any meaningful way. This book shows you how to delve deeper into the data and discover what it can do for your business.

- Reinforce basic analytics to maximize profits
- Adopt the tools and techniques of successful integration
- Implement more advanced analytics with a value-centric approach
• Fine-tune analytical information to optimize business decisions

Both data stored and streamed has been increasing at an exponential rate, and failing to use it to the fullest advantage equates to leaving money on the table. From bolstering current efforts to implementing a full-scale analytics initiative, the vast majority of businesses will see greater profit by applying advanced methods. Profit-Driven Business Analytics provides a practical guidebook and reference for adopting real business analytics techniques.

ABOUT THE AUTHOR

WOUTER VERBEKE is assistant professor of Business Informatics and Data Analytics at Vrije Universiteit Brussel (Belgium). He is the coauthor of Fraud Analytics using Descriptive, Predictive, and Social Network Techniques.

BART BAESSENS is a professor at KU Leuven (Belgium) and a lecturer at the University of Southampton (United Kingdom). He is the author of Credit Risk Management and Analytics in a Big Data World, as well as coauthor of Fraud Analytics using Descriptive, Predictive, and Social Network Techniques.

CRISTIÁN BRAVO is a lecturer in business analytics in the department of Decision Analytics and Risk at the University of Southampton.

SERIES

Wiley and SAS Business Series

For additional product details, please visit https://www.wiley.com/en-us