DESCRIPTION

Now in its fifth edition, Powell and Baker’s *Business Analytics: The Art of Modeling with Spreadsheets* provides students and business analysts with the technical knowledge and skill needed to develop real expertise in business modeling. In this book, the authors cover spreadsheet engineering, management science, and the modeling craft. The briefness & accessibility of this title offers opportunities to integrate other materials—such as cases—into the course. It can be used in any number of courses or departments where modeling is a key skill.

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NEW TO EDITION

- **NEW** coverage of data exploration and data mining, shifting focus from explanatory modeling to predictive modeling, and the modern emphasis on predictive performance using validation data.

- **UPDATED** content reflecting the latest version of Analytic Solver Platform throughout the textbook.

- **EXPANDED** coverage of data analysis.

- **REVISED** - Streamlined approach to data exploration and incorporated data preparation directly into the text (Chapter 5)

- **REVISED** - Substantial revision and reorganization of Chapter 6 (Classification and Prediction Methods), by presenting one algorithm (CART) and showing how it can be used for both data mining tasks.

FEATURES

- Access to spreadsheet files for all the models presented in the text. Incorporated the latest versions of Excel & Analytic Solver Platform for Education, an integrated software platform for sensitivity analysis, optimization, decision trees, data exploration and mining, and simulation.

- **Focus on three skill areas** that a business analyst needs to become an effective modeler: spreadsheet engineering, management science, and modeling craft.

- **Author-maintained website** for users of the textbook. Please contact your Wiley representative to get access details.

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