PREDICTIVE ANALYTICS FOR BUSINESS STRATEGY

Reasoning from Data to Actionable Knowledge

Predictive Analytics for Business Strategy is a book designed for courses that provide conceptual and broad-based introduction to econometrics and business analytics. It lays the foundation of a course that benefits both future analysts and managers. The course gives managers a basic understanding of what data can do in an important area of business (strategy formation) and present it in a way that doesn't feel like a taxonomy of models and their statistical properties. It gives future analysts a bigger picture of what their analysis is trying to accomplish, and the conditions under which it can be deemed successful. It gives them tools to better reason through these ideas and communicate them to others.

HIGHLIGHTS

- New Appendix – Analytics in Action – hands-on, data-based walkthrough of important concepts & techniques. Also includes a brief, introductory section on R programming
- Data Challenges – Challenging data sets explained in chapters
- Demonstration Problems – Applications to develop and practice particular data skills
- Applications – Real world data applications that lead to actionable conclusions and critical thinking
- Illustrations to enhance the readers' ability to communicate with a wide audience about data issues

Get a whole new experience with instructor resources and a lot more now available on:

Mc Graw Hill connect®

https://connect.mheducation.com*

*See the inside front cover for more details

To access free student material, please visit:

www.mheducation.co.in

Search for *Predictive Analytics for Business Strategy* or ISBN given below, and register using the steps and scratch code mentioned on back inner cover.

Write to us at
info.india@mheducation.com

Mc Graw Hill

www.mheducation.co.in
ISBN-13: 978-93-90219-81-0
ISBN-10: 93-90219-81-7

PREDICTIVE ANALYTICS FOR BUSINESS STRATEGY
Reasoning from Data to Actionable Knowledge

Prince
Bose

Mc Graw Hill

SPECIAL INDIAN EDITION

McGraw-Hill Celebrates 15 Years of Unlocking Potential in India

PREDICTIVE ANALYTICS FOR BUSINESS STRATEGY

Reasoning from Data to Actionable Knowledge

Mc Graw Hill

Jeffrey T. Prince
Amarnath Bose

Mc Graw Hill

Because learning changes everything.®

Connect®

Effective.
Efficient.
Easy-to-Use.

WHY CONNECT?

- Personalized & Adaptive Learning
- Robust Analytics and Reporting
- Flexible, High Quality Course Material
- Trusted Reliability and Support
- Accessibility

Online Learning Centre on Connect®

Find Your Instructor Resources

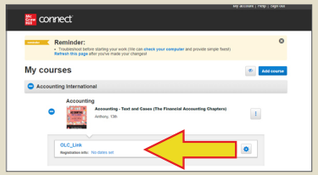
A Quick Walkthrough

Step 1:

Log in at https://connect.mheducation.com. If you don't have a username/ password, contact your McGraw-Hill Learning Technology Representative by writing to us at: support.india@mheducation.com

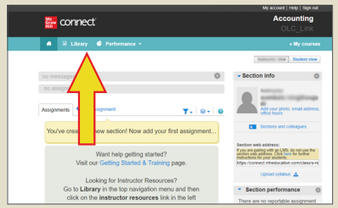
Step 2:

Click on **OLC_Link** given below your course.



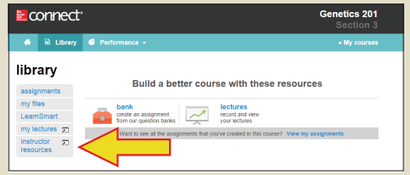
Step 3:

Click on Library.



Step 4:

Once you are in the Library Tab, click "Instructor Resources" in the left navigation bar.

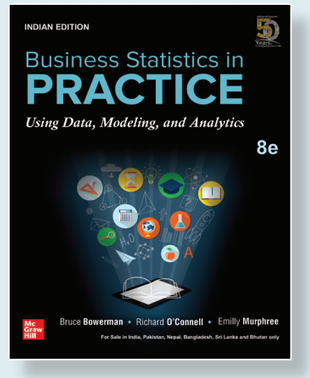


To request a demo or for any query, email us at:
support.india@mheducation.com

ACCESS FREE STUDENT MATERIAL

Go to Downloads and Resources tab, click on the link mentioned underneath, and register using the scratch code given below:

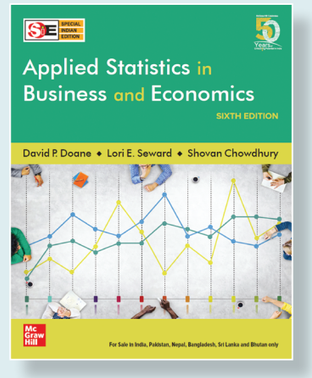
OTHER RECOMMENDED BOOKS FOR STUDENTS



Business Statistics in Practice using Data, Modeling, and Analytics, 8e

Bruce Bowerman, Richard O'Connell & Emilly Murphree

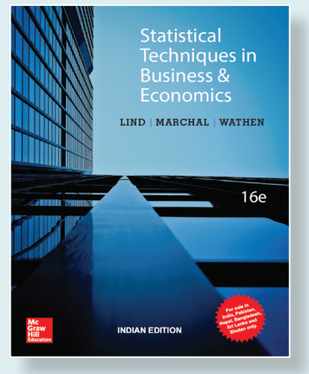
ISBN: 9789353166502



Applied Statistics in Business and Economics, 6e

David P. Doane, Lori E. Seward & Shovan Chowdhury

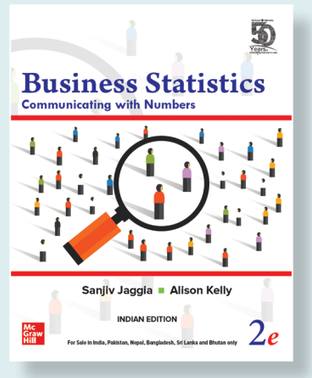
ISBN: 9789390113040



Statistical Techniques in Business & Economics, 16e

Lind, Marchal & Wathen

ISBN: 9789352605545



Business Statistics: Communicating with Numbers, 2e

Sanjiv Jaggia & Alison Kelly

ISBN: 9789389949797