

Business Analytics for Decision Making

By Steven Orla Kimbrough, Hoong Chuin Lau

 Download

 Read Online


Business Analytics for Decision Making By Steven Orla Kimbrough, Hoong Chuin Lau

Business Analytics for Decision Making, the first complete text suitable for use in introductory Business Analytics courses, establishes a national syllabus for an emerging first course at an MBA or upper undergraduate level. This timely text is mainly about model analytics, particularly analytics for constrained optimization. It uses implementations that allow students to explore models and data for the sake of discovery, understanding, and decision making.

Business analytics is about using data and models to solve various kinds of decision problems. There are three aspects for those who want to make the most of their analytics: encoding, solution design, and post-solution analysis. This textbook addresses all three. Emphasizing the use of constrained optimization models for decision making, the book concentrates on post-solution analysis of models.

The text focuses on computationally challenging problems that commonly arise in business environments. Unique among business analytics texts, it emphasizes using heuristics for solving difficult optimization problems important in business practice by making best use of methods from Computer Science and Operations Research. Furthermore, case studies and examples illustrate the real-world applications of these methods.

The authors supply examples in Excel®, GAMS, MATLAB®, and OPL. The metaheuristics code is also made available at the book's website in a documented library of Python modules, along with data and material for homework exercises. From the beginning, the authors emphasize analytics and de-emphasize representation and encoding so students will have plenty to sink their teeth into regardless of their computer programming experience.

 [Download Business Analytics for Decision Making ...pdf](#)

 [Read Online Business Analytics for Decision Making ...pdf](#)



Business Analytics for Decision Making

By Steven Orla Kimbrough, Hoong Chuin Lau

Business Analytics for Decision Making By Steven Orla Kimbrough, Hoong Chuin Lau

Business Analytics for Decision Making, the first complete text suitable for use in introductory Business Analytics courses, establishes a national syllabus for an emerging first course at an MBA or upper undergraduate level. This timely text is mainly about model analytics, particularly analytics for constrained optimization. It uses implementations that allow students to explore models and data for the sake of discovery, understanding, and decision making.

Business analytics is about using data and models to solve various kinds of decision problems. There are three aspects for those who want to make the most of their analytics: encoding, solution design, and post-solution analysis. This textbook addresses all three. Emphasizing the use of constrained optimization models for decision making, the book concentrates on post-solution analysis of models.

The text focuses on computationally challenging problems that commonly arise in business environments. Unique among business analytics texts, it emphasizes using heuristics for solving difficult optimization problems important in business practice by making best use of methods from Computer Science and Operations Research. Furthermore, case studies and examples illustrate the real-world applications of these methods.

The authors supply examples in Excel®, GAMS, MATLAB®, and OPL. The metaheuristics code is also made available at the book's website in a documented library of Python modules, along with data and material for homework exercises. From the beginning, the authors emphasize analytics and de-emphasize representation and encoding so students will have plenty to sink their teeth into regardless of their computer programming experience.

Business Analytics for Decision Making By Steven Orla Kimbrough, Hoong Chuin Lau Bibliography

- Sales Rank: #3776914 in Books
- Published on: 2016-01-05
- Original language: English
- Number of items: 1
- Dimensions: .90" h x 7.00" w x 10.10" l, .0 pounds
- Binding: Hardcover
- 330 pages

 [Download Business Analytics for Decision Making ...pdf](#)

 [Read Online Business Analytics for Decision Making ...pdf](#)



Download and Read Free Online Business Analytics for Decision Making By Steven Orla Kimbrough, Hoong Chuin Lau

Editorial Review

About the Author

Steven Orla Kimbrough, The Wharton School, University of Pennsylvania, Philadelphia, USA

Hoong Chuin Lau, School of Information Systems, Singapore Management University, Singapore

Users Review

From reader reviews:

Flora Young:

In this 21st millennium, people become competitive in every single way. By being competitive today, people have do something to make them survives, being in the middle of the actual crowded place and notice by means of surrounding. One thing that occasionally many people have underestimated that for a while is reading. Yeah, by reading a guide your ability to survive increase then having chance to stand up than other is high. To suit your needs who want to start reading a new book, we give you this particular Business Analytics for Decision Making book as starter and daily reading reserve. Why, because this book is more than just a book.

Gail Kernan:

This book untitled Business Analytics for Decision Making to be one of several books in which best seller in this year, here is because when you read this reserve you can get a lot of benefit upon it. You will easily to buy this kind of book in the book retail outlet or you can order it via online. The publisher of the book sells the e-book too. It makes you quickly to read this book, because you can read this book in your Cell phone. So there is no reason to you to past this publication from your list.

Gregory Mackenzie:

Reading a reserve can be one of a lot of exercise that everyone in the world likes. Do you like reading book so. There are a lot of reasons why people like it. First reading a book will give you a lot of new facts. When you read a guide you will get new information because book is one of a number of ways to share the information or their idea. Second, looking at a book will make you actually more imaginative. When you studying a book especially fictional works book the author will bring someone to imagine the story how the characters do it anything. Third, you can share your knowledge to others. When you read this Business Analytics for Decision Making, it is possible to tells your family, friends in addition to soon about yours guide. Your knowledge can inspire different ones, make them reading a e-book.

Victoria Austin:

Reading a guide make you to get more knowledge from that. You can take knowledge and information coming from a book. Book is published or printed or created from each source which filled update of news. In this modern era like now, many ways to get information are available for you actually. From media social such as newspaper, magazines, science e-book, encyclopedia, reference book, fresh and comic. You can add your knowledge by that book. Ready to spend your spare time to spread out your book? Or just seeking the Business Analytics for Decision Making when you desired it?

**Download and Read Online Business Analytics for Decision Making
By Steven Orla Kimbrough, Hoong Chuin Lau #29TJ1IRSPCE**

Read Business Analytics for Decision Making By Steven Orla Kimbrough, Hoong Chuin Lau for online ebook

Business Analytics for Decision Making By Steven Orla Kimbrough, Hoong Chuin Lau Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Business Analytics for Decision Making By Steven Orla Kimbrough, Hoong Chuin Lau books to read online.

Online Business Analytics for Decision Making By Steven Orla Kimbrough, Hoong Chuin Lau ebook PDF download

Business Analytics for Decision Making By Steven Orla Kimbrough, Hoong Chuin Lau Doc

Business Analytics for Decision Making By Steven Orla Kimbrough, Hoong Chuin Lau Mobipocket

Business Analytics for Decision Making By Steven Orla Kimbrough, Hoong Chuin Lau EPub