Business Analytics: Data Analysis & Decision Making
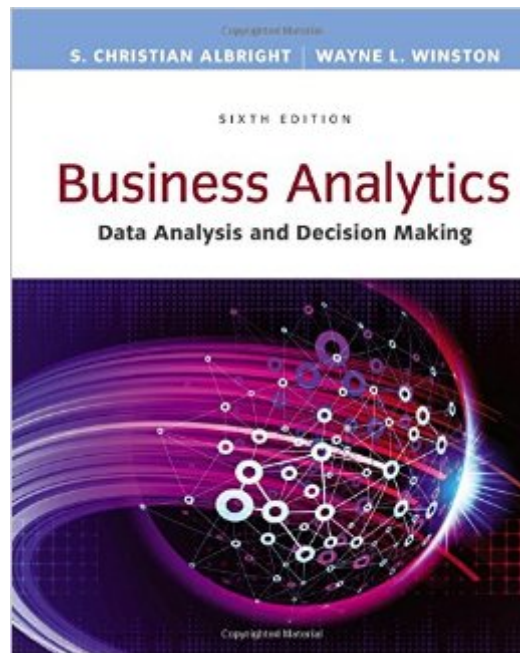
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SIXTH EDITION

Business Analytics

Data Analysis and Decision Making

Synopsis

Become a master of data analysis, modeling, and spreadsheet use with BUSINESS ANALYTICS: DATA ANALYSIS AND DECISION MAKING, 6E! This popular quantitative methods text helps you maximize your success with its proven teach-by-example approach, student-friendly writing style, and complete Excel 2016 integration. (It is also compatible with Excel 2013, 2010, and 2007.) The text devotes three online chapters to advanced statistical analysis. Chapters on data mining and importing data into Excel emphasize tools commonly used under the Business Analytics umbrella -- including Microsoft Excel's "Power BI" suite. Up-to-date problem sets and cases demonstrate how chapter concepts relate to real-world practice. In addition, the Companion Website includes data and solutions files, PowerPoint slides, SolverTable for sensitivity analysis, and the Palisade DecisionTools Suite (@RISK, BigPicture, StatTools, PrecisionTree, TopRank, RISKOptimizer, NeuralTools, and Evolver).

Book Information

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Customer Reviews

This book is a excellent book in that it provides a unified approach to business-related problems by integrating methods and applications that have been traditionally taught in separate courses, specifically statistics and management science. In addition, the book emphasizes realistic business examples and the processes managers actually use to analyze business problems.But before buying the book, make a sure that it has a access to a website which has samples used in the book. Without the samples in the website, the value of this book is none.

So far, this book is invaluable. I was an English major; then, ended up in analytics, so there are quite of few information gaps, even though I have Master's in Information Systems Management. When I got a new position that was decidedly more business intelligence/analytics focused than my previous position in Web Analytics at IBM (5+ years) and since I don't have a business education, I needed to quickly get up to speed on the fundamentals of BA. I'm so glad I rented this book. I also love that allows you to put your rental monies toward the purchase of the book, if you so choose. I'm on my second rental period and plan on buying the book. I'm using this to self-teach, if you will, since I don't have the time, money or motivation to return back to school. With this book, I'm off to a great start and feeling more confident about my skills and new position.

I just rented this book for about $50 and I had to return it after the semester ended. However, of all my MBA book that I have bought and breadths one I would have loved to keep. Absolutely superb instructions on statistical analysis. Step by step instructions to maximize excel. Just make sure you have it loaded on a windows based system because the mac version for excel is incomplete. Let me write a review on microsoft products...oh that would be a book.

The text is OK, but this Kindle version is clearly not optimized for tablets or any digital use. The font and colors used in the graphics are both AWFUL and make this difficult to read, and even the internal links/references don't work. In many charts within the chapters, for example, they use bright blue boxes and tiny white text, which you can hardly see, even with a tablet screen brightness set to max. They need to change this quickly. For the price to buy digitally, it should be better.

The book is easy to read, logical, and uses real-world practical examples.Unlike other reviewers I like the Palisades StatTools software and continue to use it after the class. The software is more powerful, more accurate, and more simple than using built-in statistical functions in Excel(r).

The software does not work with Apple. Since it's 2016, and not 1976, I find it not acceptable. I have to install something on my Mac that basically makes it act like a PC. But hey, I don't want that stuff on my baby.

the book is ok for beginners but the accompanying software made by Palisades is terrible, the bugs and repair downtime make the software obsolete for any business or organization

The book is loaded with useful and important principles and types of analysis. I like that it has a great deal of files to download and use.I've read a lot of text books for stats and analytics. This one reads a lot like a book, and doesn't have as clean of a format as other books I have read. It has the traditional sub-headings, but the explanations really read like a book rather than being broken down into clear steps. I'd have to upload pictures to show the difference, but don't care to take the time. In the end, you're buying this book because your professor chose to use it. You're stuck with the outrageous price. Worse yet, this edition still has equations for excel that are outdated, and in some cases they mention the new version of the equation then continue to use the deprecated version. I am going to end my review now because with each new thought I keep lowering the rating. Best of luck using this book. The information is of generally good quality, but there are books that explain it much better, and don't rape you on price.

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