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Nota di contenuto	Alternative clustering / Avinash Navlani, V. B. Gupta -- An evaluation of Turkey's NUTS Level 1 Regions according to banking sector with MULTIMOORA method / Onur Onay -- Analytics in public policy related to service sector / Maryam Ebrahimi -- Bug handling in service sector software / Anjali Goyal, Neetu Sardana -- Clustering techniques within service sector / Ibrahim Yazici, Omer Faruk Beyca, Selim Zaim -- Descriptive analytics / Sheik Abdullah A, Selvakumar S, Ramya C -- Personalized content recommendation engine for web publishing services using text mining and predictive analytics / Basar Oztaysi [and 3 others] -- Predictive analysis of emotions for improving customer services / Vinay Kumar Jain, Shishir Kumar -- Predictive modelling and mind-set segments underlying health plans / Gillie Gabay [and 3 others] -- Prioritizing and analyzing demand chain management (DCM) processes in Indian retailing using AHP / Arun Kumar Deshmukh, Ashutosh Mohan -- Recommender system / Avinash Navlani, Nidhi Dadhich -- Strengths and limitations of social media analytics tools / Drazena Gaspar, Mirela Mabic -- Using functional link artificial neural network (FLANN) for bank credit risk assessment / Saroj Kanta Jena, Maheshwar Dwivedy, Anil Kumar -- Vehicular traffic forecasting in

filling station / Peeyush Pandey, Tuhin Sengupta.

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Sommario/riassunto

"[This book] is a pivotal reference source for the latest innovative perspectives on the incorporation of analysis techniques to enhance business performance. Examining a wide range of relevant topics, such as alternative clustering, recommender systems, and social media tools, this book is ideally designed for researchers, academics, students, professionals, and practitioners seeking scholarly material on business improvement in the service industry"--Provided by publisher.

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