1.	Record Nr.	UNINA9910337787303321
	Titolo	Data Science and Digital Business / / edited by Fausto Pedro García Márquez, Benjamin Lev
	Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2019
	ISBN	3-319-95651-5
	Edizione	[1st ed. 2019.]
	Descrizione fisica	1 online resource (VIII, 316 p. 117 illus.)
	Disciplina	658.40301
	Soggetti	Operations research
		Decision making
		Big data
		Management information systems
		Electronic commerce
		Statistics
		Engineering economy
		Operations Research/Decision Theory
		Big Data/Analytics
		Business Information Systems
		e-Commerce/e-business
		Statistics for Business, Management, Economics, Finance, Insurance
		Engineering Economics, Organization, Logistics, Marketing
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Nota di contenuto	Advanced Regression Models in Data Science -- Data Science Method in Analysis of Flood Risk in Mississippi Gulf Coast Area -- An efficient bundle-like algorithm for data-driven multi-objective bi-level signal design for traffic networks with hazardous material transportation -- Deploying a scalable Data Science environment using Docker -- Data Science and Conversational Interfaces: A new revolution in Digital Business -- After 2017: Managers Exit and Banks Arise.
	Sommario/riassunto	This book combines the analytic principles of digital business and data science with business practice and big data. The interdisciplinary,

contributed volume provides an interface between the main disciplines of engineering and technology and business administration. Written for managers, engineers and researchers who want to understand big data and develop new skills that are necessary in the digital business, it not only discusses the latest research, but also presents case studies demonstrating the successful application of data in the digital business.