

1. Record Nr.	UNINA9910559383603321
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Titolo	Supply chain analytics : concepts, techniques and applications // Kurt Y. Liu
Pubbl/distr/stampa	Cham, Switzerland : , : Palgrave Macmillan, , [2022] ©2022
ISBN	9783030922245 3030922243 9783030922238 3030922235
Descrizione fisica	1 online resource : illustrations (chiefly color)
Disciplina	658.70285
Soggetti	Business logistics - Data processing Business logistics - Management Business logistics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	This innovative new core textbook, written by an experienced professor and practitioner in supply chain management, offers a business-focused overview of the applications of data analytics and machine learning to supply chain management. Accessible yet rigorous, this text introduces students to the relevant concepts and techniques needed for data analysis and decision making in modern supply chains and enables them to develop proficiency in a popular and powerful programming software. Suitable for use on upper-level undergraduate, postgraduate and MBA courses in supply chain management, it covers all of the major supply chain processes, including managing supply and demand, warehousing and inventory control, transportation and route optimization. Each chapter comes with practical real-world examples drawn from a range of business contexts, including Amazon and Starbucks, case study discussion questions, computer-assisted exercises and programming projects.

