1.	Record Nr.	UNINA9910677588103321
	Autore	Arboretti Rosa
	Titolo	End-to-end data analytics for product development : a practical guide for fast consumer goods companies, chemical industry and processing tools manufacturers / / Rosa Arboretti [and three others]
	Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , [2020] 2020
	ISBN	1-5231-3298-1 1-119-48371-9 1-119-48372-7 1-119-48370-0
	Edizione	[1st edition]
	Descrizione fisica	1 online resource (314 pages)
	Classificazione	336.17 658.575015195
	Disciplina	658.575015195
	Soggetti	New products - Management - Statistical methods
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Includes bibliographical references (p. 293-294) and index
	Nota di contenuto	Basic statistical background -- The screening phase -- Product development and optimization -- Other topics in product development and optimization -- Product validation -- Consumer voice.
	Sommario/riassunto	An interactive guide to the statistical tools used to solve problems during product and process innovation End to End Data Analytics for Product Development is an accessible guide designed for practitioners in the industrial field. It offers an introduction to data analytics and the design of experiments (DoE) whilst covering the basic statistical concepts useful to an understanding of DoE. The text supports product innovation and development across a range of consumer goods and pharmaceutical organizations in order to improve the quality and speed of implementation through data analytics, statistical design and data prediction. The book reviews information on feasibility screening, formulation and packaging development, sensory tests, and more. The authors – noted experts in the field – explore relevant techniques for data analytics and present the guidelines for data interpretation. In addition, the book contains information on process development and

product validation that can be optimized through data understanding, analysis and validation. The authors present an accessible, hands-on approach that uses MINITAB and JMP software. The book:

• Presents a guide to innovation feasibility and formulation and process development • Contains the statistical tools used to solve challenges faced during product innovation and feasibility

• Offers information on stability studies which are common especially in chemical or pharmaceutical fields • Includes a companion website which contains videos summarizing main concepts

Written for undergraduate students and practitioners in industry, End to End Data Analytics for Product Development offers resources for the planning, conducting, analyzing and interpreting of controlled tests in order to develop effective products and processes.