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Titolo	AI Assisted Business Analytics : Techniques for Reshaping Competitiveness // by Joseph Boffa
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ISBN	3-031-40821-7
Edizione	[1st ed. 2023.]
Descrizione fisica	1 online resource (133 pages)
Disciplina	300.727 658.4012
Soggetti	Statistics Stochastic models Multivariate analysis Statistics in Business, Management, Economics, Finance, Insurance Stochastic Modelling in Statistics Multivariate Analysis Planificació empresarial Planificació estratègica Processament de dades Intel·ligència artificial Aplicacions industrials Competència econòmica Llibres electrònics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Business Prosperity -- Analytics Case Studies -- Statistical Audit Design -- The Sales Tax Audit -- Forensic Accounting Using Benford Formula -- Financial Projections -- Planning Expenses and Investments -- Market Research.
Sommario/riassunto	The primary path to success, is to use software designed to sample and analyze cashflow and then link that analysis, with forecasting and market research. The case study will start with a small business income statement indicating a cashflow problem. The analysis that follows will be a comprehensive statistical approach of fiscal management. The

case study will provide an overview of the total process of controlling and analyzing cashflow. Business prosperity depends on: 1- Staying in touch with cashflow by means of regular statistical audits 2- Transition to statistical methods for forecasting future cashflow 3- Link cashflow with customer perception and satisfaction The book is intended for courses with prerequisites that the student has a knowledge of accounting and is comfortable in using Excel. It uses professional Excel with its Analytics Toolkit. Complete knowledge of the Toolkit is not a prerequisite since the book will adequately cover the relevant analytic tools. There is no need for separate statistical software such as SPSS or SAS. The book is intended for intermediate/advanced college level courses in business financial methods and control.
