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	ISBN	1-118-78789-7 1-118-24015-4 1-118-22711-5
	Descrizione fisica	1 online resource (274 p.)
	Collana	Wiley & SAS business series
	Altri autori (Persone)	CokinsGary
	Disciplina	658.4/013
	Soggetti	Business planning - Statistical methods Decision making - Statistical methods Business intelligence
	Lingua di pubblicazione	Inglese
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	Livello bibliografico	Monografia
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	Nota di bibliografia	Includes bibliographical references and index.
	Nota di contenuto	part one. "Why" -- part two. Principles and practices -- part three. Case studies -- part four. Integrating business methods and techniques -- part five. Trends and organizational challenges.
	Sommario/riassunto	Discover the breakthrough tool your company can use to make winning decisions This forward-thinking book addresses the emergence of predictive business analytics, how it can help redefine the way your organization operates, and many of the misconceptions that impede the adoption of this new management capability. Filled with case examples, Predictive Business Analytics defines ways in which specific industries have applied these techniques and tools and how predictive business analytics can complement other financial applications such as budgeting, forecasting, and performance