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Collana	Continuing professional education (American Institute of Certified Public Accountants)
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Sommario/riassunto	Analytics is the new force driving business. Tools have been created to measure program impacts and ROI, visualize data and business processes, and uncover the relationship between key performance indicators, many using the unprecedented amount of data now flowing into organizations. Featuring updated examples and surveys, this dynamic book covers leading-edge topics in analytics and finance. It is packed with useful tips and practical guidance you can apply immediately. This book prepares accountants to: Deal with major trends in predictive analytics, optimization, correlation of metrics, and big data. Interpret and manage new trends in analytics techniques affecting your organization. Use new tools for data analytics. Critically interpret analytics reports and advise decision makers.