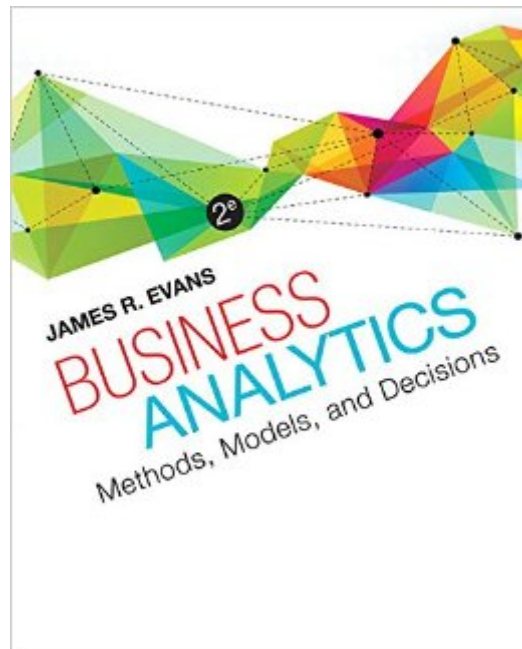


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# Business Analytics (2nd Edition)



## Synopsis

Business Analytics, Second Edition teaches the fundamental concepts of the emerging field of business analytics and provides vital tools in understanding how data analysis works in today's organizations. Students will learn to apply basic business analytics principles, communicate with analytics professionals, and effectively use and interpret analytic models to make better business decisions. Included access to commercial grade analytics software gives students real-world experience and career-focused value. Author James Evans takes a balanced, holistic approach and looks at business analytics from descriptive, and predictive perspectives.

## Book Information

Paperback: 656 pages

Publisher: Pearson; 2 edition (January 9, 2015)

Language: English

ISBN-10: 0321997824

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Product Dimensions: 7.8 x 1 x 9.9 inches

Shipping Weight: 2.3 pounds (View shipping rates and policies)

Average Customer Review: 3.0 out of 5 stars See all reviews (5 customer reviews)

Best Sellers Rank: #23,977 in Books (See Top 100 in Books) #28 in Books > Business & Money > Education & Reference > Statistics #54 in Books > Science & Math > Mathematics > Applied > Statistics #400 in Books > Business & Money > Management & Leadership > Leadership

## Customer Reviews

Fairly simple click-by-click lessons on how to do different analyses in Excel (like forecasting using the moving average or exponential smoothing methods). However, you will need a good teacher to show you the details of many of these techniques, because the book's explanations are not always good.

It's an ok book. Gives an overview of business analytics but doesn't go into deep detail about most of it.

Lots of typos

The item is not compatible with a regular Kindle device so that makes it kind of annoying. It should

be disclosed. The content is decently written but not greatly organized, you'll find yourself flipping pages a lot to find answers within the same topics.

Arrived on time and was what I needed

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