



## Introduction to Business Analytics Using Simulation

By Jonathan P. Pinder

Academic Press Inc. Paperback. Condition: New. 375 pages. Introduction to Business Analytics using Simulation employs an innovative strategy to teach business analytics. It uses simulation modeling and analysis as mechanisms to introduce and link predictive and prescriptive modeling. Because managers do not know what will happen in the future but must make decisions, it treats uncertainty as an essential element in decision-making. Its use of simulation gives readers a superior way of analyzing past data, understanding an uncertain future, and optimizing results to select the best decision. With its focus on the uncertainty and variability of business, Introduction to Business Analytics Using Simulation provides a better foundation for business analytics than standard introductory business analytics books. Students gain a better understanding of fundamental statistical concepts that are essential to marketing research, Six-Sigma, financial analysis, and business analytics. Teaches how managers use business analytics to formulate and solve business problems and to support managerial decision making Explains the processes needed to develop, report, and analyze business data Describes how to use and apply business analytics software Includes 50 caselettes, quizzes for each exercise set, a quiz generator spreadsheet, and a sample syllabus. This item ships from multiple locations. Your book may...



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