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KEY=YTICS - OLSEN BRYNN

Wiley and SAS Business Series Analytics The Agile Way [John Wiley & Sons](#) For years, organizations have struggled to make sense out of their data. IT projects designed to provide employees with dashboards, KPIs, and business-intelligence tools often take a year or more to reach the finish line...if they get there at all. This has always been a problem. Today, though, it's downright unacceptable. The world changes faster than ever. Speed has never been more important. By adhering to antiquated methods, firms lose the ability to see nascent trends—and act upon them until it's too late. But what if the process of turning raw data into meaningful insights didn't have to be so painful, time-consuming, and frustrating? What if there were a better way to do analytics? Fortunately, you're in luck... Analytics: The Agile Way is the eighth book from award-winning author and Arizona State University professor Phil Simon. Analytics: The Agile Way demonstrates how progressive organizations such as Google, Nextdoor, and others approach analytics in a fundamentally different way. They are applying the same Agile techniques that software developers have employed for years. They have replaced large batches in favor of smaller ones...and their results will astonish you. Through a series of case studies and examples, Analytics: The Agile Way demonstrates the benefits of this new analytics mind-set: superior access to information, quicker insights, and the ability to spot trends far ahead of your competitors. **Text as Data Computational Methods of Understanding Written Expression Using SAS** [John Wiley & Sons](#) **Text As Data: Combining qualitative and quantitative algorithms within the SAS system for accurate, effective and understandable text analytics** The need for powerful, accurate and increasingly automatic text analysis software in modern information technology has dramatically increased. Fields as diverse as financial management, fraud and cybercrime prevention, Pharmaceutical R&D, social media marketing, customer care, and health services are implementing more comprehensive text-inclusive, analytics strategies. **Text as Data: Computational Methods of Understanding Written Expression Using SAS** presents an overview of text analytics and the critical role SAS software plays in combining linguistic and quantitative algorithms in the evolution of this dynamic field. Drawing on over two decades of experience in text analytics, authors Barry deVille and Gurpreet Singh Bawa examine the evolution of text mining and cloud-based solutions, and the development of SAS Visual Text Analytics. By integrating quantitative data and textual analysis with advanced computer learning principles, the authors demonstrate the combined advantages of SAS compared to standard approaches, and show how approaching text as qualitative data within a quantitative analytics framework produces more detailed, accurate, and explanatory results. Understand the role of linguistics, machine learning, and multiple data sources in the text analytics workflow Understand how a range of quantitative algorithms and data representations reflect contextual effects to shape meaning and understanding Access online data and code repositories, videos, tutorials, and case studies Learn how SAS extends quantitative algorithms to produce expanded text analytics capabilities Redefine text in terms of data for more accurate analysis This book offers a thorough introduction to the framework and dynamics of text analytics—and the underlying principles at work—and provides an in-depth examination of the interplay between qualitative-linguistic and quantitative, data-driven aspects of data analysis. The treatment begins with a discussion on expression parsing and detection and provides insight into the core principles and practices of text parsing, theme, and topic detection. It includes advanced topics such as contextual effects in numeric and textual data manipulation, fine-tuning text meaning and disambiguation. As the first resource to leverage the power of SAS for text analytics, **Text as Data** is an essential resource for SAS users and data scientists in any industry or academic application. **Business Forecasting Practical Problems and Solutions** [John Wiley & Sons](#) A comprehensive collection of the field's most provocative, influential new work **Business Forecasting** compiles some of the field's important and influential literature into a single, comprehensive reference for forecast modeling and process improvement. It is packed with provocative ideas from forecasting researchers and practitioners, on topics including accuracy metrics, benchmarking, modeling of problem data, and overcoming dysfunctional behaviors. Its coverage includes often-overlooked issues at the forefront of research, such as uncertainty, randomness, and forecastability, as well as emerging areas like data mining for forecasting. The articles present critical analysis of current practices and consideration of new ideas. With a mix of formal, rigorous pieces and brief introductory chapters, the book provides practitioners with a comprehensive examination of the current state of the business forecasting field. Forecasting performance is ultimately limited by the 'forecastability' of the data. Yet failing to recognize this, many organizations continue to squander resources pursuing unachievable levels of accuracy. This book provides a wealth of ideas for improving all aspects of the process, including the avoidance of wasted efforts that fail to improve (or even harm) forecast accuracy. Analyzes the most prominent issues in business forecasting Investigates emerging approaches and new methods of analysis Combines forecasts to improve accuracy Utilizes Forecast Value Added to identify process inefficiency The business environment is evolving, and forecasting methods must evolve alongside it. This compilation delivers an array of new tools and research that can enable more efficient processes and more accurate results. **Business Forecasting** provides an expert's-eye view of the field's latest developments to help you achieve your desired business outcomes. **Developing Human Capital Using Analytics to Plan and Optimize Your Learning and Development Investments** [John Wiley & Sons](#) Don't squander your most valuable resource! Collectively, your workers are your company's most important and most valuable asset. To make the most of this asset, nothing beats quantitative performance and investment measurement. Learning and Development is an 80 billion-dollar industry, and every valuable employee represents a sizable investment on the part of your company. To keep your business moving forward, effective management of human capital is crucial. It generates plenty of data, and deep analysis of this data helps you provide feedback and make adjustments to capitalize on the combined knowledge, skills, and creativity of your workers. **Developing Human Capital: Using Analytics to Plan and Optimize Your Learning and Development Investments** provides a guidebook for collecting, organizing, and analyzing the data surrounding human capital so you can make the most of your employees' potential. Use predictive analysis to optimize human capital investments Learn effective study design and alignment Get the tools you need for measurement, surveys, and analysis Decide what to measure and how to measure it Outline your company's current and future analytics technology needs Map data sources, and overcome barriers to data collection Authors Gene Pease, Bonnie Beresford, and Lew Walker provide case studies in which major companies applied human capital analytics to guide people decisions, and expand upon the role of analytics in Learning and Development. **Developing Human Capital: Using Analytics to Plan and Optimize Your Learning and Development Investments** is an essential guide to 21st century human resources and management practices, and can keep you from squandering your company's most valuable resource. **Style and Statistics The Art of Retail Analytics** [John Wiley & Sons](#) A non-technical guide to leveraging retail analytics for personal and competitive advantage **Style & Statistics** is a real-world guide to analytics in retail. Written specifically for the non-IT crowd, this book explains analytics in an approachable, understandable way, and provides examples of direct application to retail merchandise management, marketing, and operations. The discussion covers current industry trends and emerging-standard processes, and illustrates how analytics is providing new solutions to perennial retail problems. You'll learn how to leverage the benefits of analytics to boost your personal career, and how to interpret data in a way that's useful to the average end business user or shopper. Key concepts are detailed in easy-to-understand language, and numerous examples highlight the growing importance of understanding analytics in the retail environment. The power of analytics has become apparent across industries, but it's left an especially indelible mark on retail. It's a complex topic, but you don't need to be a data scientist to take advantage of the opportunities it brings. This book shows you what you need to know, and how to put analytics to work with retail-specific applications. Learn how analytics can help you be better at your job Dig deeper into the customer's needs, wants, and dreams Streamline merchandise management, pricing, marketing, and more Find solutions for inefficiencies and inaccuracies As the retail customer evolves, so must the retail industry. The retail landscape not only includes in-store but also website, mobile site, mobile apps, and social media. With more and more competition emerging on all sides, retailers need to use every tool at their disposal to create value and gain a competitive advantage. Analytics offers a number of ways to make your company stand out, whether it's through improved operations, customer experience, or any of the other myriad factors that build a great place to shop. **Style & Statistics** provides an analytics primer with a practical bent, specifically for the retail industry. **Business Analytics for Managers Taking Business Intelligence Beyond Reporting** [John Wiley & Sons](#) "While business analytics sounds like a complex subject, this book provides a clear and non-intimidating overview of the topic. Following its advice will ensure that your organization knows the analytics it needs to succeed, and uses them in the service of key strategies and business processes. You too can go beyond reporting!"—Thomas H. Davenport, President's Distinguished Professor of IT and Management, Babson College; coauthor, **Analytics at Work: Smarter Decisions, Better Results** Deliver the right decision support to the right people at the right time Filled with examples and forward-thinking guidance from renowned BA leaders Gert Laursen and Jesper Thorlund, **Business Analytics for Managers** offers powerful techniques for making increasingly advanced use of information in order to survive any market conditions. Take a look inside and find: Proven guidance on developing an information strategy Tips for supporting your company's ability to innovate in the future by using analytics Practical insights for planning and implementing BA How to use information as a strategic asset Why BA is the next stepping-stone for companies in the information age today Discussion on BA's ever-increasing role Improve your business's decision making. Align your business processes with your business's objectives. Drive your company into a prosperous future. Taking BA from buzzword to enormous value-maker, **Business Analytics for Managers** helps you do it all with workable solutions that will add tremendous value to your business. **Too Big to Ignore The Business Case for Big Data** [John Wiley & Sons Residents in Boston, Massachusetts are automatically reporting potholes and road hazards via their smartphones. Progressive Insurance tracks real-time customer driving patterns and uses that information to offer rates truly commensurate with individual safety. Google accurately predicts local flu outbreaks based upon thousands of user search queries. Amazon provides remarkably insightful, relevant, and timely product recommendations to its hundreds of millions of customers. Quantcast lets companies target precise audiences and key demographics throughout the Web. NASA runs contests via gamification site TopCoder, awarding prizes to those with the most innovative and cost-effective solutions to its problems. Explorys offers penetrating and previously unknown insights into healthcare behavior. How do these organizations and municipalities do it? Technology is certainly a big part, but in each case the answer lies deeper than that. Individuals at these organizations have realized that they don't have to be Nate Silver to reap massive benefits from today's new and emerging types of data. And each of these organizations has embraced Big Data, allowing them to make astute and otherwise impossible observations, actions, and predictions. It's time to start thinking big. In **Too Big to Ignore**, recognized technology expert and award-winning author Phil Simon explores an unassailably important trend: Big Data, the massive amounts, new types, and multifaceted sources of information streaming at us faster than ever. Never before have we seen data with the volume, velocity, and variety of today. Big Data is no temporary blip of fad. In fact, it is only going to intensify in the coming years, and its ramifications for the future of](#)

business are impossible to overstate. *Too Big to Ignore* explains why Big Data is a big deal. Simon provides commonsense, jargon-free advice for people and organizations looking to understand and leverage Big Data. Rife with case studies, examples, analysis, and quotes from real-world Big Data practitioners, the book is required reading for chief executives, company owners, industry leaders, and business professionals. *Project Finance for Business Development* [John Wiley & Sons](#) Raise the skill and competency level of project finance organizations *Project Finance for Business Development* helps readers understand how to develop a competitive advantage through project finance. Most importantly, it shows how different elements of project finance, such as opportunity screening and evaluation, project development, risk management, and due diligence come together to structure viable and financeable projects—which are crucial pieces missing from the current literature. Eliminating misconceptions about what is really important for successful project financings, this book shows you how to develop, structure, and implement projects successfully by creating competitive advantage. By shedding light on project finance failures, it also helps you avoid failures of your own. • Offers a roadmap for successful financing, participant roles and responsibilities, and assessing and testing project viability • Considers project finance from a broad business development and competitive advantage • Provides a strategic decision-forecasting perspective • Delves deeper than existing treatments of project finance into decisions needed to create and implement effective financing plans Helping readers develop, structure, and implement projects successfully by creating competitive advantage, this book is a useful tool for project sponsors and developers, helping them structure and implement projects by creating competitive advantage. *CIO Best Practices Enabling Strategic Value With Information Technology* [John Wiley & Sons](#) CIO BEST PRACTICES Enabling Strategic Value with Information Technology SECOND EDITION For anyone who wants to achieve better returns on their IT investments, *CIO Best Practices, Second Edition* presents the leadership skills and competencies required of a CIO addressing comprehensive enterprise strategic frameworks to fully leverage IT resources. Filled with real-world examples of CIO success stories, the Second Edition explores: CIO leadership responsibilities and opportunities The business impacts of both business and social networking, as well as ways the CIO can leverage the new reality of human connectivity on the Internet The increasingly inextricable relationships between customers, employees, and their use of personal information technologies Emerging cultural expectations and standards outside the workplace Current CRM best practices in terms of the relationship between customer preferences and shareholder wealth Enterprise energy utilization and sustainability practices—otherwise known as Green IT—with all the best practices collected here, in one place Best practices for one of the Internet's newest and most revolutionary technologies: cloud computing and ways it is shaping the new economics of business *Statistical Thinking Improving Business Performance* [John Wiley & Sons](#) How statistical thinking and methodology can help you make crucial business decisions *Straightforward and insightful, Statistical Thinking: Improving Business Performance, Second Edition*, prepares you for business leadership by developing your capacity to apply statistical thinking to improve business processes. Unique and compelling, this book shows you how to derive actionable conclusions from data analysis, solve real problems, and improve real processes. Here, you'll discover how to implement statistical thinking and methodology in your work to improve business performance. Explores why statistical thinking is necessary and helpful Provides case studies that illustrate how to integrate several statistical tools into the decision-making process Facilitates and encourages an experiential learning environment to enable you to apply material to actual problems With an in-depth discussion of JMP® software, the new edition of this important book focuses on skills to improve business processes, including collecting data appropriate for a specified purpose, recognizing limitations in existing data, and understanding the limitations of statistical analyses. *A Practical Guide to Analytics for Governments Using Big Data for Good* [John Wiley & Sons](#) Analytics can make government work better—this book shows you how *A Practical Guide to Analytics for Governments* provides demonstrations of real-world analytics applications for legislators, policy-makers, and support staff at the federal, state, and local levels. Big data and analytics are transforming industries across the board, and government can reap many of those same benefits by applying analytics to processes and programs already in place. From healthcare delivery and child well-being, to crime and program fraud, analytics can—in fact, already does—transform the way government works. This book shows you how analytics can be implemented in your own milieu: What is the downstream impact of new legislation? How can we make programs more efficient? Is it possible to predict policy outcomes without analytics? How do I get started building analytics into my government organization? The answers are all here, with accessible explanations and useful advice from an expert in the field. Analytics allows you to mine your data to create a holistic picture of your constituents; this model helps you tailor programs, fine-tune legislation, and serve the populace more effectively. This book walks you through analytics as applied to government, and shows you how to reap Big data's benefits at whatever level necessary. Learn how analytics is already transforming government service delivery Delve into the digital healthcare revolution Use analytics to improve education, juvenile justice, and other child-focused areas Apply analytics to transportation, criminal justice, fraud, and much more Legislators and policy makers have plenty of great ideas—but how do they put those ideas into play? Analytics can play a crucial role in getting the job done well. *A Practical Guide to Analytics for Governments* provides advice, perspective, and real-world guidance for public servants everywhere. *The Executive's Guide to Enterprise Social Media Strategy How Social Networks Are Radically Transforming Your Business* [John Wiley & Sons](#) Social media has already transformed society. Now it is poised to revolutionize communications and collaborative business processes. This book provides you with an actionable framework for developing and executing successful enterprise social networking strategies. Using straightforward language, accompanied by exhibits and fleshed out with real-world stories and revealing anecdotes, you will learn how to develop your own internal corporate social media strategy. Through the use of in-depth interviews with leading companies using these strategies, you will also discover best practices that will propel your business to new heights. *Big Data, Data Mining, and Machine Learning Value Creation for Business Leaders and Practitioners* [John Wiley & Sons](#) With big data analytics comes big insights into profitability Big data is big business. But having the data and the computational power to process it isn't nearly enough to produce meaningful results. *Big Data, Data Mining, and Machine Learning: Value Creation for Business Leaders and Practitioners* is a complete resource for technology and marketing executives looking to cut through the hype and produce real results that hit the bottom line. Providing an engaging, thorough overview of the current state of big data analytics and the growing trend toward high performance computing architectures, the book is a detail-driven look into how big data analytics can be leveraged to foster positive change and drive efficiency. With continued exponential growth in data and ever more competitive markets, businesses must adapt quickly to gain every competitive advantage available. Big data analytics can serve as the linchpin for initiatives that drive business, but only if the underlying technology and analysis is fully understood and appreciated by engaged stakeholders. This book provides a view into the topic that executives, managers, and practitioners require, and includes: A complete overview of big data and its notable characteristics Details on high performance computing architectures for analytics, massively parallel processing (MPP), and in-memory databases Comprehensive coverage of data mining, text analytics, and machine learning algorithms A discussion of explanatory and predictive modeling, and how they can be applied to decision-making processes *Big Data, Data Mining, and Machine Learning* provides technology and marketing executives with the complete resource that has been notably absent from the veritable libraries of published books on the topic. Take control of your organization's big data analytics to produce real results with a resource that is comprehensive in scope and light on hyperbole. *Retail Analytics The Secret Weapon* [John Wiley & Sons](#) The inside scoop on boosting sales through spot-on analytics Retailers collect a huge amount of data, but don't know what to do with it. *Retail Analytics* not only provides a broad understanding of retail, but also shows how to put accumulated data to optimal use. Each chapter covers a different focus of the retail environment, from retail basics and organization structures to common retail database designs. Packed with case studies and examples, this book insightfully reveals how you can begin using your business data as a strategic advantage. Helps retailers and analysts to use analytics to sell more merchandise Provides fact-based analytic strategies that can be replicated with the same success the author achieved on a global level Reveals how retailers can begin using their data as a strategic advantage Includes examples from many retail departments illustrating successful use of data and analytics Analytics is the wave of the future. Put your data to strategic use with the proven guidance found in *Retail Analytics*. *Business Analytics for Managers Taking Business Intelligence Beyond Reporting* [John Wiley & Sons](#) The intensified use of data based on analytical models to control digitalized operational business processes in an intelligent way is a game changer that continuously disrupts more and more markets. This book exemplifies this development and shows the latest tools and advances in this field *Business Analytics for Managers* offers real-world guidance for organizations looking to leverage their data into a competitive advantage. This new second edition covers the advances that have revolutionized the field since the first edition's release; big data and real-time digitalized decision making have become major components of any analytics strategy, and new technologies are allowing businesses to gain even more insight from the ever-increasing influx of data. New terms, theories, and technologies are explained and discussed in terms of practical benefit, and the emphasis on forward thinking over historical data describes how analytics can drive better business planning. Coverage includes data warehousing, big data, social media, security, cloud technologies, and future trends, with expert insight on the practical aspects of the current state of the field. Analytics helps businesses move forward. Extensive use of statistical and quantitative analysis alongside explanatory and predictive modeling facilitates fact-based decision making, and evolving technologies continue to streamline every step of the process. This book provides an essential update, and describes how today's tools make business analytics more valuable than ever. Learn how Hadoop can upgrade your data processing and storage Discover the many uses for social media data in analysis and communication Get up to speed on the latest in cloud technologies, data security, and more Prepare for emerging technologies and the future of business analytics Most businesses are caught in a massive, non-stop stream of data. It can become one of your most valuable assets, or a never-ending flood of missed opportunity. Technology moves fast, and keeping up with the cutting edge is crucial for wringing even more value from your data—*Business Analytics for Managers* brings you up to date, and shows you what analytics can do for you now. *Credit Risk Analytics Measurement Techniques, Applications, and Examples in SAS* [John Wiley & Sons](#) The long-awaited, comprehensive guide to practical credit risk modeling *Credit Risk Analytics* provides a targeted training guide for risk managers looking to efficiently build or validate in-house models for credit risk management. Combining theory with practice, this book walks you through the fundamentals of credit risk management and shows you how to implement these concepts using the SAS credit risk management program, with helpful code provided. Coverage includes data analysis and preprocessing, credit scoring; PD and LGD estimation and forecasting, low default portfolios, correlation modeling and estimation, validation, implementation of prudential regulation, stress testing of existing modeling concepts, and more, to provide a one-stop tutorial and reference for credit risk analytics. The companion website offers examples of both real and simulated credit portfolio data to help you more easily implement the concepts discussed, and the expert author team provides practical insight on this real-world intersection of finance, statistics, and analytics. SAS is the preferred software for credit risk modeling due to its functionality and ability to process large amounts of data. This book shows you how to exploit the capabilities of this high-powered package to create clean, accurate credit risk management models. Understand the general concepts of credit risk management Validate and stress-test existing models Access working examples based on both real and simulated data Learn useful code for implementing and validating models in SAS Despite the high demand for in-house models, there is little comprehensive training available; practitioners are left to comb through piece-meal resources, executive training courses, and consultancies to cobble together the information they need. This book ends the search by providing a comprehensive, focused resource backed by expert guidance. *Credit Risk Analytics* is the reference every risk manager needs to streamline the modeling process. *Business Forecasting The Emerging Role of Artificial Intelligence and Machine Learning* [John Wiley & Sons](#) Discover the role of machine learning and artificial intelligence in business forecasting from some of the brightest minds in the field In *Business Forecasting: The Emerging Role of Artificial Intelligence and Machine Learning* accomplished authors Michael Gilliland, Len Tashman, and Udo Sglavo deliver relevant and timely insights from some of the most important and influential authors in the field of forecasting. You'll learn about the role played by machine learning and AI in the forecasting process and discover brand-new research, case studies, and thoughtful discussions covering an array of practical topics. The book offers multiple perspectives on issues like monitoring forecast performance, forecasting process, communication and accountability for forecasts, and the use of big data in forecasting. You will find: Discussions on deep learning in forecasting, including current trends and challenges Explorations of neural network-based forecasting strategies A treatment of the future of artificial intelligence in business forecasting Analyses of forecasting methods, including modeling, selection, and monitoring In addition to the Foreword by renowned researchers Spyros Makridakis and Fotios Petropoulos, the book also includes 16 "opinion/editorial" Afterwords by a diverse range of top academics, consultants, vendors, and industry

practitioners, each providing their own unique vision of the issues, current state, and future direction of business forecasting. Perfect for financial controllers, chief financial officers, business analysts, forecast analysts, and demand planners, Business Forecasting will also earn a place in the libraries of other executives and managers who seek a one-stop resource to help them critically assess and improve their own organization's forecasting efforts. Predictive Analytics for Human Resources [John Wiley & Sons](#) Create and run a human resource analytics project with confidence For any human resource professional that wants to harness the power of analytics, this essential resource answers the questions: "Where do I start?" and "What tools are available?" Predictive Analytics for Human Resources is designed to answer these and other vital questions. The book explains the basics of every business—the vision, the brand, and the culture, and shows how predictive analytics supports them. The authors put the focus on the fundamentals of predictability and include a framework of logical questions to help set up an analytic program or project, then follow up by offering a clear explanation of statistical applications. Predictive Analytics for Human Resources is a how-to guide filled with practical and targeted advice. The book starts with the basic idea of engaging in predictive analytics and walks through case simulations showing statistical examples. In addition, this important resource addresses the topics of internal coaching, mentoring, and sponsoring and includes information on how to recruit a sponsor. In the book, you'll find: A comprehensive guide to developing and implementing a human resource analytics project Illustrative examples that show how to go to market, develop a leadership model, and link it to financial targets through causal modeling Explanations of the ten steps required in building an analytics function How to add value through analysis of systems such as staffing, training, and retention For anyone who wants to launch an analytics project or program for HR, this complete guide provides the information and instruction to get started the right way. Big Data, Big Innovation Enabling Competitive Differentiation through Business Analytics [John Wiley & Sons](#) A practical guide to leveraging your data to spur innovation and growth Your business generates reams of data, but what do you do with it? Reporting is only the beginning. Your data holds the key to innovation and growth - you just need the proper analytics. In Big Data, Big Innovation: Enabling Competitive Differentiation Through Business Analytics, author Evan Stubbs explores the potential gold hiding in your un-mined data. As Chief Analytics Officer for SAS Australia/New Zealand, Stubbs brings an industry insider's perspective to guide you through pattern recognition, analysis, and implementation. Big Data, Big Innovation: Enabling Competitive Differentiation Through Business Analytics details a groundbreaking approach to ensuring your company's upward trajectory. Use this guide to leverage your customer information, financial reports, performance metrics, and more to build a rock-solid foundation for future growth. Build an effective analytics team, and empower them with the right tools Learn how big data drives both evolutionary and revolutionary innovation, and who should be responsible Identify data collection and analysis opportunities and implement action plans Design the platform that suits your company's current and future needs Quantify performance with statistics, programming, and research for a more complete picture of operations Effective management means combining data, people, and analytics to create a synergistic force for innovation and growth. If you want your company to move forward with confidence, Big Data, Big Innovation: Enabling Competitive Differentiation Through Business Analytics can show you how to use what you already have and acquire what you need to succeed. SAS for R Users A Book for Data Scientists [John Wiley & Sons](#) BRIDGES THE GAP BETWEEN SAS AND R, ALLOWING USERS TRAINED IN ONE LANGUAGE TO EASILY LEARN THE OTHER SAS and R are widely-used, very different software environments. Prized for its statistical and graphical tools, R is an open-source programming language that is popular with statisticians and data miners who develop statistical software and analyze data. SAS (Statistical Analysis System) is the leading corporate software in analytics thanks to its faster data handling and smaller learning curve. SAS for R Users enables entry-level data scientists to take advantage of the best aspects of both tools by providing a cross-functional framework for users who already know R but may need to work with SAS. Those with knowledge of both R and SAS are of far greater value to employers, particularly in corporate settings. Using a clear, step-by-step approach, this book presents an analytics workflow that mirrors that of the everyday data scientist. This up-to-date guide is compatible with the latest R packages as well as SAS University Edition. Useful for anyone seeking employment in data science, this book: Instructs both practitioners and students fluent in one language seeking to learn the other Provides command-by-command translations of R to SAS and SAS to R Offers examples and applications in both R and SAS Presents step-by-step guidance on workflows, color illustrations, sample code, chapter quizzes, and more Includes sections on advanced methods and applications Designed for professionals, researchers, and students, SAS for R Users is a valuable resource for those with some knowledge of coding and basic statistics who wish to enter the realm of data science and business analytics. AJAY OHRI is the founder of analytics startup Decisionstats.com. His research interests include spreading open source analytics, analyzing social media manipulation with mechanism design, simpler interfaces to cloud computing, investigating climate change, and knowledge flows. He currently advises startups in analytics off shoring, analytics services, and analytics. He is the author of Python for R Users: A Data Science Approach (Wiley), R for Business Analytics, and R for Cloud Computing. Demand-Driven Forecasting A Structured Approach to Forecasting [John Wiley & Sons](#) Praise for Demand-Driven Forecasting A Structured Approach to Forecasting "There are authors of advanced forecasting books who take an academic approach to explaining forecast modeling that focuses on the construction of arcane algorithms and mathematical proof that are not very useful for forecasting practitioners. Then, there are other authors who take a general approach to explaining demand planning, but gloss over technical content required of modern forecasters. Neither of these approaches is well-suited for helping business forecasters critically identify the best demand data sources, effectively apply appropriate statistical forecasting methods, and properly design efficient demand planning processes. In Demand-Driven Forecasting, Chase fills this void in the literature and provides the reader with concise explanations for advanced statistical methods and credible business advice for improving ways to predict demand for products and services. Whether you are an experienced professional forecasting manager, or a novice forecast analyst, you will find this book a valuable resource for your professional development." —Daniel Kiely, Senior Manager, Epidemiology, Forecasting & Analytics, Celgene Corporation "Charlie Chase has given forecasters a clear, responsible approach for ending the timeless tug of war between the need for 'forecast rigor' and the call for greater inclusion of 'client judgment.' By advancing the use of 'domain knowledge' and hypothesis testing to enrich base-case forecasts, he has empowered professional forecasters to step up and impact their companies' business results favorably and profoundly, all the while enhancing the organizational stature of forecasters broadly." —Bob Woodard, Vice President, Global Consumer and Customer Insights, Campbell Soup Company The Value of Business Analytics Identifying the Path to Profitability [John Wiley & Sons](#) TURN YOUR CHALLENGES INTO SUCCESSES - LEARN HOW AND WHY SOME TEAM STRUGGLE AND SOME SUCCEED This groundbreaking resource defines what business analytics is, the immense value it brings to an organization, and how to harness its power to gain a competitive edge in the marketplace. Author Evan Stubbs provides managers with the tools, knowledge, and strategies to get the organizational commitment you need to get business analytics up and running in your company. Drawing from numerous practical examples, The Value of Business Analytics provides an overview of how business analytics maps to organizational strategy and through examining the mistakes teams commonly make that prevent their success, author Evan Stubbs uncovers a four-step framework which helps improve the odds of success. Built on field-tested experience, The Value of Business Analytics explains the importance of and how to: Define the Value: Link analytics outcomes to business value, thereby helping build a sense of urgency and a need for change. Communicate the Value: Persuade the right people by understanding what motivates them. Deliver the Value: Link tactical outcomes to long-term strategic differentiation. Measure the Value: Validate wins and deliver continuous improvement to help drive ongoing transformation. Translating massive amounts of data into real insight is beyond magic—it's competitive advantage distilled. Nothing else offers an equivalent level of agility, productivity improvement, or renewable value. Whether you're looking to quantify the value of your work or generate organizational support, learn how to leverage advanced business analytics with the hands-on guidance found in The Value of Business Analytics. Drawing on the successes and failures of countless organizations, author Evan Stubbs provides a reference rich in content that spans everything from hiring the right people, understanding technical maturity, assessing culture, and structuring strategic planning. A must-read for any business analytics leader and an essential reference in shifting the perspective of business analytics away from algorithms towards outcomes. Learn how to increase the odds of successful value creation with The Value of Business Analytics. Analytics in a Big Data World The Essential Guide to Data Science and its Applications [John Wiley & Sons](#) The guide to targeting and leveraging business opportunities using big data & analytics By leveraging big data & analytics, businesses create the potential to better understand, manage, and strategically exploiting the complex dynamics of customer behavior. Analytics in a Big Data World reveals how to tap into the powerful tool of data analytics to create a strategic advantage and identify new business opportunities. Designed to be an accessible resource, this essential book does not include exhaustive coverage of all analytical techniques, instead focusing on analytics techniques that really provide added value in business environments. The book draws on author Bart Baesens' expertise on the topics of big data, analytics and its applications in e.g. credit risk, marketing, and fraud to provide a clear roadmap for organizations that want to use data analytics to their advantage, but need a good starting point. Baesens has conducted extensive research on big data, analytics, customer relationship management, web analytics, fraud detection, and credit risk management, and uses this experience to bring clarity to a complex topic. Includes numerous case studies on risk management, fraud detection, customer relationship management, and web analytics Offers the results of research and the author's personal experience in banking, retail, and government Contains an overview of the visionary ideas and current developments on the strategic use of analytics for business Covers the topic of data analytics in easy-to-understand terms without an undo emphasis on mathematics and the minutiae of statistical analysis For organizations looking to enhance their capabilities via data analytics, this resource is the go-to reference for leveraging data to enhance business capabilities. Artificial Intelligence for Marketing Practical Applications [John Wiley & Sons](#) A straightforward, non-technical guide to the next major marketing tool Artificial Intelligence for Marketing presents a tightly-focused introduction to machine learning, written specifically for marketing professionals. This book will not teach you to be a data scientist—but it does explain how Artificial Intelligence and Machine Learning will revolutionize your company's marketing strategy, and teach you how to use it most effectively. Data and analytics have become table stakes in modern marketing, but the field is ever-evolving with data scientists continually developing new algorithms—where does that leave you? How can marketers use the latest data science developments to their advantage? This book walks you through the "need-to-know" aspects of Artificial Intelligence, including natural language processing, speech recognition, and the power of Machine Learning to show you how to make the most of this technology in a practical, tactical way. Simple illustrations clarify complex concepts, and case studies show how real-world companies are taking the next leap forward. Straightforward, pragmatic, and with no math required, this book will help you: Speak intelligently about Artificial Intelligence and its advantages in marketing Understand how marketers without a Data Science degree can make use of machine learning technology Collaborate with data scientists as a subject matter expert to help develop focused-use applications Help your company gain a competitive advantage by leveraging leading-edge technology in marketing Marketing and data science are two fast-moving, turbulent spheres that often intersect; that intersection is where marketing professionals pick up the tools and methods to move their company forward. Artificial Intelligence and Machine Learning provide a data-driven basis for more robust and intensely-targeted marketing strategies—and companies that effectively utilize these latest tools will reap the benefit in the marketplace. Artificial Intelligence for Marketing provides a nontechnical crash course to help you stay ahead of the curve. Predictive Business Analytics Forward Looking Capabilities to Improve Business Performance [John Wiley & Sons](#) 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 reporting. Examines how predictive business analytics can help your organization understand its various drivers of performance, their relationship to future outcomes, and improve managerial decision-making Looks at how to develop new insights and understand business performance based on extensive use of data, statistical and quantitative analysis, and explanatory and predictive modeling Written for senior financial professionals, as well as general and divisional senior management Visionary and effective, Predictive Business Analytics reveals how you can use your business's skills, technologies, tools, and processes for continuous analysis of past business performance to gain forward-looking insight and drive business decisions and actions. Health Analytics Gaining the Insights to Transform Health Care [John Wiley & Sons](#) A hands-on, analytics road map for health industry leaders The industry-wide transformation taking place across the health and life sciences

ecosystem is mandating that organizations adopt new decision-making capabilities, based on science and real-world information. Analytics will be a required competency for the modern health enterprise; this book is about how to "cross the chasm." The ultimate analytics guide for the health industry leader, this essential book equips business leaders with little-to-no experience in analytics to understand how to incorporate analytics as a cornerstone of their 21st century competitive business strategy. Paints the picture for a new health enterprise, one focused on the patient Explores the financial components of this new operating model, using analytics to optimize the tradeoffs between cost and value Deals with the rising role of the consumer, using analytics to create a completely new health engagement model with individual recipients of care Looks at how analytics can drive innovations in care practice, patient-experienced medical outcomes, and analytically driven novel therapies optimized for the individual patient Presents a variety of text, tables, and graphics illustrating the various concepts being described Within each section and chapter, Health Analytics assesses the current landscape, proposing a new model/concept, sharing real-world stories of how the old and new world come together, and framing a "how-to" for the reader in terms of growing that particular set of capabilities in their own enterprises. Mobile Learning A Handbook for Developers, Educators, and Learners [John Wiley & Sons](#) Explore the game-changing technology that allows mobile learning to effectively reach K-12 students Mobile Learning: A Handbook for Developers, Educators and Learners provides research-based foundations for developing, evaluating, and integrating effective mobile learning pedagogy. Twenty-first century students require twenty-first century technology, and mobile devices provide new and effective ways to educate children. But with new technologies come new challenges—therefore, this handbook presents a comprehensive look at mobile learning by synthesizing relevant theories and drawing practical conclusions for developers, educators, and students. Mobile devices—in ways that the laptop, the personal computer, and netbook computers have not—present the opportunity to make learning more engaging, interactive, and available in both traditional classroom settings and informal learning environments. From theory to practice, Mobile Learning explores how mobile devices are different than their technological predecessors, makes the case for developers, teachers, and parents to invest in the technology, and illustrates the many ways in which it is innovative, exciting, and effective in educating K-12 students. Explores how mobile devices can support the needs of students Provides examples, screenshots, graphics, and visualizations to enhance the material presented in the book Provides developers with the background necessary to create the apps their audience requires Presents the case for mobile learning in and out of classrooms as early as preschool Discusses how mobile learning enables better educational opportunities for the visually impaired, students with Autism, and adult learners. If you're a school administrator, teacher, app developer, or parent, this topical book provides a theoretical, well-researched discussion of the pedagogical theory and mobile learning, as well as practical advice in setting up a mobile learning strategy. The Data Asset How Smart Companies Govern Their Data for Business Success An indispensable guide that shows companies how to treat data as a strategic asset Organizations set their business strategy and direction based on information that is available to executives. The Data Asset provides guidance for not only building the business case for data quality and data governance, but also for developing methodologies and processes that will enable your organization to better treat its data as a strategic asset. Part of Wiley's SAS Business Series, this book looks at Business Case Building; Maturity Model and Organization Capabilities; 7-Step Programmatic Approach for Success. Statistical Hypothesis Testing with SAS and R [John Wiley & Sons](#) A comprehensive guide to statistical hypothesis testing with examples in SAS and R When analyzing datasets the following questions often arise: Is there a short hand procedure for a statistical test available in SAS or R? If so, how do I use it? If not, how do I program the test myself? This book answers these questions and provides an overview of the most common statistical test problems in a comprehensive way, making it easy to find and perform an appropriate statistical test. A general summary of statistical test theory is presented, along with a basic description for each test, including the necessary prerequisites, assumptions, the formal test problem and the test statistic. Examples in both SAS and R are provided, along with program code to perform the test, resulting output and remarks explaining the necessary program parameters. Key features: • Provides examples in both SAS and R for each test presented. • Looks at the most common statistical tests, displayed in a clear and easy to follow way. • Supported by a supplementary website <http://www.d-taeger.de> featuring example program code. Academics, practitioners and SAS and R programmers will find this book a valuable resource. Students using SAS and R will also find it an excellent choice for reference and data analysis. Data Mining Using SAS Enterprise Miner [John Wiley & Sons](#) The most thorough and up-to-date introduction to data mining techniques using SAS Enterprise Miner. The Sample, Explore, Modify, Model, and Assess (SEMMA) methodology of SAS Enterprise Miner is an extremely valuable analytical tool for making critical business and marketing decisions. Until now, there has been no single, authoritative book that explores every node relationship and pattern that is a part of the Enterprise Miner software with regard to SEMMA design and data mining analysis. Data Mining Using SAS Enterprise Miner introduces readers to a wide variety of data mining techniques and explains the purpose of and reasoning behind every node that is a part of the Enterprise Miner software. Each chapter begins with a short introduction to the assortment of statistics that is generated from the various nodes in SAS Enterprise Miner v4.3, followed by detailed explanations of configuration settings that are located within each node. Features of the book include: The exploration of node relationships and patterns using data from an assortment of computations, charts, and graphs commonly used in SAS procedures A step-by-step approach to each node discussion, along with an assortment of illustrations that acquaint the reader with the SAS Enterprise Miner working environment Descriptive detail of the powerful Score node and associated SAS code, which showcases the important of managing, editing, executing, and creating custom-designed Score code for the benefit of fair and comprehensive business decision-making Complete coverage of the wide variety of statistical techniques that can be performed using the SEMMA nodes An accompanying Web site that provides downloadable Score code, training code, and data sets for further implementation, manipulation, and interpretation as well as SAS/IML software programming code This book is a well-crafted study guide on the various methods employed to randomly sample, partition, graph, transform, filter, impute, replace, cluster, and process data as well as interactively group and iteratively process data while performing a wide variety of modeling techniques within the process flow of the SAS Enterprise Miner software. Data Mining Using SAS Enterprise Miner is suitable as a supplemental text for advanced undergraduate and graduate students of statistics and computer science and is also an invaluable, all-encompassing guide to data mining for novice statisticians and experts alike. Demand-Driven Inventory Optimization and Replenishment Creating a More Efficient Supply Chain [John Wiley & Sons](#) Remove built-in supply chain weak points to more effectively balance supply and demand Demand-Driven Inventory Optimization and Replenishment shows how companies can support supply chain metrics and business initiatives by removing the weak points built into their inventory systems. Beginning with a thorough examination of Just in Time, Efficient Consumer Response, and Collaborative Forecasting, Planning, and Replenishment, this book walks you through the mathematical shortcuts set up in your management system that prevent you from attaining supply chain excellence. This expanded second edition includes new coverage of inventory performance, business verticals, business initiatives, and metrics, alongside case studies that illustrate how optimized inventory and replenishment delivers results across retail, high-tech, men's clothing, and food sectors. Inventory optimization allows you to avoid out-of-stock situations without impacting the bottom line with excessive inventory maintenance. By keeping just the right amount of inventory on hand, your company is better able to meet demand without sacrificing the cost-effectiveness of other supply chain strategies. The trick, however, is determining "just the right amount"—and this book provides the background and practical guidance you need to do just that. Examine the major supply chain strategies of the last 30 years Remove the shortcuts that prohibit supply chain excellence Optimize your supply/demand balance in any vertical Overcome systemic weaknesses to strengthen the bottom line Inventory optimization is benefitting companies around the world, as exemplified here by case studies involving Matas, PWT, Wistron, and Amway. When inefficiencies are built into the system, it's only smart business to identify and remove them—and implement a new streamlined process that runs like a well-oiled machine. Demand-Driven Inventory Optimization and Replenishment is an essential resource for exceptional supply chain management. Economic and Business Forecasting Analyzing and Interpreting Econometric Results [John Wiley & Sons](#) Discover the secrets to applying simple econometric techniques to improve forecasting Equipping analysts, practitioners, and graduate students with a statistical framework to make effective decisions based on the application of simple economic and statistical methods, Economic and Business Forecasting offers a comprehensive and practical approach to quantifying and accurate forecasting of key variables. Using simple econometric techniques, author John E. Silvia focuses on a select set of major economic and financial variables, revealing how to optimally use statistical software as a template to apply to your own variables of interest. Presents the economic and financial variables that offer unique insights into economic performance Highlights the econometric techniques that can be used to characterize variables Explores the application of SAS software, complete with simple explanations of SAS-code and output Identifies key econometric issues with practical solutions to those problems Presenting the "ten commandments" for economic and business forecasting, this book provides you with a practical forecasting framework you can use for important everyday business applications. Next Generation Demand Management People, Process, Analytics, and Technology [John Wiley & Sons](#) A practical framework for revenue-boosting supply chain management Next Generation Demand Management is a guidebook to next generation Demand Management, with an implementation framework that improves revenue forecasts and enhances profitability. This proven approach is structured around the four key catalysts of an efficient planning strategy: people, processes, analytics, and technology. The discussion covers the changes in behavior, skills, and integrated processes that are required for proper implementation, as well as the descriptive and predictive analytics tools and skills that make the process sustainable. Corporate culture changes require a shift in leadership focus, and this guide describes the necessary "champion" with the authority to drive adoption and stress accountability while focusing on customer excellence. Real world examples with actual data illustrate important concepts alongside case studies highlighting best-in-class as well as startup approaches. Reliable forecasts are the primary product of demand planning, a multi-step operational supply chain management process that is increasingly seen as a survival tactic in the changing marketplace. This book provides a practical framework for efficient implementation, and complete guidance toward the supplementary changes required to reap the full benefit. Learn the key principles of demand driven planning Implement new behaviors, skills, and processes Adopt scalable technology and analytics capabilities Align inventory with demand, and increase channel profitability Whether your company is a large multinational or an early startup, your revenue predictions are only as strong as your supply chain management system. Implementing a proven, more structured process can be the catalyst your company needs to overcome that one lingering obstacle between forecast and goal. Next Generation Demand Management gives you the framework for building the foundation of your growth. Big Data Analytics Turning Big Data into Big Money [John Wiley & Sons](#) Unique insights to implement big data analytics and reap big returns to your bottom line Focusing on the business and financial value of big data analytics, respected technology journalist Frank J. Ohlhorst shares his insights on the newly emerging field of big data analytics in Big Data Analytics. This breakthrough book demonstrates the importance of analytics, defines the processes, highlights the tangible and intangible values and discusses how you can turn a business liability into actionable material that can be used to redefine markets, improve profits and identify new business opportunities. Reveals big data analytics as the next wave for businesses looking for competitive advantage Takes an in-depth look at the financial value of big data analytics Offers tools and best practices for working with big data Once the domain of large on-line retailers such as eBay and Amazon, big data is now accessible by businesses of all sizes and across industries. From how to mine the data your company collects, to the data that is available on the outside, Big Data Analytics shows how you can leverage big data into a key component in your business's growth strategy. Win with Advanced Business Analytics Creating Business Value from Your Data [John Wiley & Sons](#) Plain English guidance for strategic business analytics and big data implementation In today's challenging economy, business analytics and big data have become more and more ubiquitous. While some businesses don't even know where to start, others are struggling to move from beyond basic reporting. In some instances management and executives do not see the value of analytics or have a clear understanding of business analytics vision mandate and benefits. Win with Advanced Analytics focuses on integrating multiple types of intelligence, such as web analytics, customer feedback, competitive intelligence, customer behavior, and industry intelligence into your business practice. Provides the essential concept and framework to implement business analytics Written clearly for a nontechnical audience Filled with case studies across a variety of industries Uniquely focuses on integrating multiple types of big data intelligence into your business Companies now operate on a global scale and are inundated with large volume of data from multiple locations and sources: B2B data, B2C data, traffic data, transactional data, third party vendor data, macroeconomic data, etc. Packed with case studies from multiple countries across a variety of industries, Win with Advanced Analytics provides a comprehensive framework and applications of how to leverage business analytics/big

data to outpace the competition. **Data-Driven Healthcare** How Analytics and BI are Transforming the Industry [John Wiley & Sons](#) Healthcare is changing, and data is the catalyst Data is taking over in a powerful way, and it's revolutionizing the healthcare industry. You have more data available than ever before, and applying the right analytics can spur growth. Benefits extend to patients, providers, and board members, and the technology can make centralized patient management a reality. Despite the potential for growth, many in the industry and government are questioning the value of data in health care, wondering if it's worth the investment. **Data-Driven Healthcare: How Analytics and BI are Transforming the Industry** tackles the issue and proves why BI is not only worth it, but necessary for industry advancement. Healthcare Biguru Laura Madsen challenges the notion that data have little value in healthcare, and shows how BI can ease regulatory reporting pressures and streamline the entire system as it evolves. Madsen illustrates how a data-driven organization is created, and how it can transform the industry. Learn why BI is a boon to providers Create powerful infographics to communicate data more effectively Find out how Big Data has transformed other industries, and how it applies to healthcare **Data-Driven Healthcare: How Analytics and BI are Transforming the Industry** provides tables, checklists, and forms that allow you to take immediate action in implementing BI in your organization. You can't afford to be behind the curve. The industry is moving on, with or without you. **Data-Driven Healthcare: How Analytics and BI are Transforming the Industry** is your guide to utilizing data to advance your operation in an industry where data-fueled growth will be the new norm. **Credit Risk Scorecards Developing and Implementing Intelligent Credit Scoring** [John Wiley & Sons](#) Praise for **Credit Risk Scorecards** "Scorecard development is important to retail financial services in terms of credit risk management, Basel II compliance, and marketing of credit products. **Credit Risk Scorecards** provides insight into professional practices in different stages of credit scorecard development, such as model building, validation, and implementation. The book should be compulsory reading for modern credit risk managers." —Michael C. S. Wong Associate Professor of Finance, City University of Hong Kong Hong Kong Regional Director, Global Association of Risk Professionals "Siddiqi offers a practical, step-by-step guide for developing and implementing successful credit scorecards. He relays the key steps in an ordered and simple-to-follow fashion. A 'must read' for anyone managing the development of a scorecard." —Jonathan G. Baum Chief Risk Officer, GE Consumer Finance, Europe "A comprehensive guide, not only for scorecard specialists but for all consumer credit professionals. The book provides the A-to-Z of scorecard development, implementation, and monitoring processes. This is an important read for all consumer-lending practitioners." —Satinder Ahluwalia Vice President and Head-Retail Credit, Mashreqbank, UAE "This practical text provides a strong foundation in the technical issues involved in building credit scoring models. This book will become required reading for all those working in this area." —J. Michael Hardin, PhD Professor of Statistics Department of Information Systems, Statistics, and Management Science Director, Institute of Business Intelligence "Mr. Siddiqi has captured the true essence of the credit risk practitioner's primary tool, the predictive scorecard. He has combined both art and science in demonstrating the critical advantages that scorecards achieve when employed in marketing, acquisition, account management, and recoveries. This text should be part of every risk manager's library." —Stephen D. Morris Director, Credit Risk, ING Bank of Canada **Fraud Analytics Using Descriptive, Predictive, and Social Network Techniques A Guide to Data Science for Fraud Detection** [John Wiley & Sons](#) Detect fraud earlier to mitigate loss and prevent cascading damage **Fraud Analytics Using Descriptive, Predictive, and Social Network Techniques** is an authoritative guidebook for setting up a comprehensive fraud detection analytics solution. Early detection is a key factor in mitigating fraud damage, but it involves more specialized techniques than detecting fraud at the more advanced stages. This invaluable guide details both the theory and technical aspects of these techniques, and provides expert insight into streamlining implementation. Coverage includes data gathering, preprocessing, model building, and post-implementation, with comprehensive guidance on various learning techniques and the data types utilized by each. These techniques are effective for fraud detection across industry boundaries, including applications in insurance fraud, credit card fraud, anti-money laundering, healthcare fraud, telecommunications fraud, click fraud, tax evasion, and more, giving you a highly practical framework for fraud prevention. It is estimated that a typical organization loses about 5% of its revenue to fraud every year. More effective fraud detection is possible, and this book describes the various analytical techniques your organization must implement to put a stop to the revenue leak. Examine fraud patterns in historical data Utilize labeled, unlabeled, and networked data Detect fraud before the damage cascades Reduce losses, increase recovery, and tighten security The longer fraud is allowed to go on, the more harm it causes. It expands exponentially, sending ripples of damage throughout the organization, and becomes more and more complex to track, stop, and reverse. Fraud prevention relies on early and effective fraud detection, enabled by the techniques discussed here. **Fraud Analytics Using Descriptive, Predictive, and Social Network Techniques** helps you stop fraud in its tracks, and eliminate the opportunities for future occurrence. **Business Intelligence Competency Centers A Team Approach to Maximizing Competitive Advantage** [John Wiley & Sons](#) Transform data into action for competitive advantage "The knowledge assets of an organization are becoming increasingly important for competitive advantage, and therefore, the way in which knowledge is created, renewed, and communicated is critical. This book provides practical insights into how this may be achieved through the establishment of a Business Intelligence Competency Centre and is a valuable read for 'information professionals.'" -- Bill Sturman, Information Architecture Project Manager The Open University, United Kingdom "BI is more than technology and projects. BI must live in the organization--as a BICC. This book helps to make BI tangible and understandable, bringing it to life." --Miriam Eisenmann, Project Manager (PMP) CSC Ploenzke AG, Germany "This book is a must-read for planning and implementing your BICC. It is a pragmatic guide that addresses a lot, if not all, of the questions you'll be asking yourself. Don't miss out on getting a head start from the people who thought this through from start to finish . . . Pray your competitors don't get hold of this book!" --Claudia Imhoff, President Intelligent Solutions, Inc., USA "Creating a BICC forces the organization to focus on the importance of centralizing the gathering, interpreting, and analyzing of information to create business insight." --Anne Ulyate, Group Manager Business Intelligence Mutual & Federal, South Africa "BI is a highly visible element in the 'business value' trend for IT investments. Initiatives, such as competency centers, should empower user organizations to drive even more value out of their BI investments." --Marianne Kolding, Director, European Services IDC, United Kingdom