Harness Oil And Gas Big Data With Analytics Optimize Exploration And Production With Data Driven Models Wiley And Sas Business Series

Real-life examples of how to apply intelligence in the healthcare industry through innovative analytics Healthcare analytics offers intelligence for making better healthcare decisions. Identifying patterns and correlations contained in complex health data, analytics has applications in hospital management, patient records, diagnosis, operating and treatment costs, and more. Helping healthcare managers operate more efficiently and effectively. Transforming Healthcare Analytics: The Quest for Healthy Intelligence shares real-world use cases of a healthcare company that leverages people, process, and advanced analytics technology to deliver exemplary results. This book illustrates how healthcare professionals can transform the healthcare industry through analytics. Practical examples of modern techniques and technology show how unified analytics with data management can deliver insight-driven decisions. The authors—a data management and analytics specialist and a healthcare finance executive—share their unique perspectives on modernizing data and analytics platforms to alleviate the complexity of the healthcare, distributing capabilities and analytics to key stakeholders, equipping healthcare organizations with intelligence to prepare for the future, and more. This book: Explores innovative technologies to overcome data complexity in healthcare Highlights how analytics can help with healthcare market analysis to gain competitive advantage Provides strategies for building a strong foundation for healthcare intelligence Examines managing data and analytics from end-to-end, from diagnosis, to treatment, to provider payment Discusses the future of technology and focus areas in the healthcare industry Transforming Healthcare Analytics: The Quest for Healthy Intelligence is an important source of information for CFO's, CIO, CTO, healthcare managers, data scientists, statisticians, and financial analysts at healthcare institutions. The invaluable handbook for acing your on-camera appearance On-Camera Coach is your personal coach for becoming great on camera. From Skype interviews and virtual conferences to shareholder presentations and television appearances, this book shows you how to master the art of on-camera presentation to deliver your message clearly, effectively, and with confidence. Fear of public speaking is common, but even the most seasoned speakers freeze in front of a single lens—being on camera demands an entirely new set of skills above and beyond the usual presentation to an audience you can actually see. It requires special attention to the way you move, the way you speak, and even the way you dress. This book provides the guidance and tools you need to ace it every time. Video is powerful, and it is everywhere; corporate YouTube channels, webinars, virtual meetings, TedTalks, and more are increasingly turning the lens on those who typically remain behind the scenes. This relatively recent trend will

continue to expand as media plays a larger role in business, and the ability to appear confident, authoritative, and polished is becoming a necessary job skill. This book shows you everything you need to know about being on camera, from preparation through presentation and beyond. Learn how to prepare for an on-camera appearance Tailor your presentation to on-camera demands Discover how the camera interprets wardrobe and body language Appear dynamic, confident, and engaged when the lens points your way The lens captures everything—the awkward pauses, the nervous fidgets, poor posture, and every false start and mistake is captured for posterity. Is that the image you want to present? You want to get your message across and be heard; to do that, you must portray authority, energy, and confidence—even when you don't feel it. On-Camera Coach provides the expert instruction and insider secrets that help you make your message sing.

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.

The urgent need to keep pace with the accelerating globalization of manufacturing in the 21st century has produced rapid advancements in manufacturing technology, research and expertise. This book presents the proceedings of the 14th International Conference on Manufacturing Research (ICMR 2016), entitled Advances in Manufacturing Technology XXX. The

conference also incorporated the 31st National Conference on Manufacturing Research, and was held at Loughborough University, Loughborough, UK, in September 2016. The ICMR conference is renowned as a friendly and inclusive environment which brings together a broad community of researchers who share the common goal of developing and managing the technologies and operations key to sustaining the success of manufacturing businesses. The proceedings is divided into 14 sections, including: Manufacturing Processes; Additive Manufacturing; Manufacturing Materials; Advanced Manufacturing Technology; Product Design and Development, as well as many other aspects of manufacturing management and innovation. It contains 92 papers, which represents an acceptance rate of 75%. With its comprehensive overview of current developments, this book will be of interest to all those involved in manufacturing today.

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.

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.

Leverage your brand of leadership for maximum results Unleashing Your Inner Leader: Executive Coach Tells All presents the premise that there is a powerful leader inside each of us. The focus is on real life exercises and case studies to help you discover, release, and leverage your inner leader: to reach heights in your career that you never thought possible. The book discusses the individual's impact on the organization and which professional behaviors most frequently demonstrate leadership competencies. Conduct a "forensic intervention" to find out what is going awry in your professional development, or what has gone wrong in the past, and craft a strategy to overcome obstacles, gain unmistakable clarity about yourself, and focus your abilities to match organizational needs. Great leaders start their assessments from the inside out, and their passion is so strong that it permeates their organizations and builds the culture, regardless of rank. They inspire their teams by sharing the spotlight and encouraging coworkers to excel, operating with clean authenticity to maximize results. Unleashing Your Inner Leader helps you recognize where you fall on the leadership spectrum, and provides practical advice for shaping your brand of leadership to capitalize on your authentic capability and potential. You'll find expert insight as an executive business coach guides you to: Evaluate your strengths, values, and personal impact to craft a vision for the world around you Discover what's holding you back from maximum effectiveness Tap into your undiscovered potential, and inspire your team to excellence Recognize what it will take to move you and your organization to the next level It is often very

difficult for leaders to see their own greatness, unlock it, and use it in a practical way to get results. Be the spark that ignites your team, and steer your own development toward becoming an impactful leader with Unleashing Your Inner Leader.

Achieve best-in-class metrics and get more from your data with JMP JMP Connections is the small- and medium-sized business owner's guide to exceeding customer expectations by getting more out of your data using JMP. Uniquely bifunctional, this book is divided into two parts: the first half of the book shows you what JMP can do for you. You'll discover how to wring every last drop of insight out of your data, and let JMP parse reams of raw numbers into actionable insight that leads to better strategic decisions. You'll also discover why it works so well; clear explanations break down the Connectivity platform and metrics in business terms to demystify data analysis and JMP while giving you a macro view of the benefits that come from optimal implementation. The second half of the book is for your technical team, demonstrating how to implement specific solutions relating to data set development and data virtualization. In the end, your organization reduces Full Time Equivalents while increasing productivity and competitiveness. JMP is a powerful tool for business, but many organizations aren't even scratching the surface of what their data can do for them. This book provides the information and technical guidance your business needs to achieve more. Learn what a JMP Connectivity Platform can do for your business Understand Metrics-on-Demand, Real-Time Metrics, and their implementation Delve into technical implementation with information on configuration and management, version control, data visualization, and more Make better business decisions by getting more and better information from your data Business leadership relies on good information to make good business decisions—but what if you could increase the quality of the information you receive, while getting more of what you want to know and less of what you don't need to know? How would that affect strategy, operations, customer experience, and other critical areas? JMP can help with that, and JMP Connections provides real, actionable guidance on getting more out of JMP.

Intelligent Digital Oil and Gas Fields: Concepts, Collaboration, and Right-time Decisions delivers to the reader a roadmap through the fast-paced changes in the digital oil field landscape of technology in the form of new sensors, well mechanics such as downhole valves, data analytics and models for dealing with a barrage of data, and changes in the way professionals collaborate on decisions. The book introduces the new age of digital oil and gas technology and process components and provides a backdrop to the value and experience industry has achieved from these in the last few years. The book then takes the reader on a journey first at a well level through instrumentation and measurement for real-time data acquisition, and then provides practical information on analytics on the real-time data. Artificial intelligence techniques provide insights from the data. The road then travels to the "integrated asset" by detailing how companies

utilize Integrated Asset Models to manage assets (reservoirs) within DOF context. From model to practice, new ways to operate smart wells enable optimizing the asset. Intelligent Digital Oil and Gas Fields is packed with examples and lessons learned from various case studies and provides extensive references for further reading and a final chapter on the "next generation digital oil field," e.g., cloud computing, big data analytics and advances in nanotechnology. This book is a reference that can help managers, engineers, operations, and IT experts understand specifics on how to filter data to create useful information, address analytics, and link workflows across the production value chain enabling teams to make better decisions with a higher degree of certainty and reduced risk. Covers multiple examples and lessons learned from a variety of reservoirs from around the world and production situations Includes techniques on change management and collaboration Delivers real and readily applicable knowledge on technical equipment, workflows and data challenges such as acquisition and quality control that make up the digital oil and gas field solutions of today Describes collaborative systems and ways of working and how companies are transitioning work force to use the technology and making more optimal decisions

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.

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.

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.

Don't squander your most valuable resource! Collectively, your workers are your company's most important andmost valuable asset. To make the most of this asset, nothing beatsquantitative performance and investment measurement. Learning andDevelopment is an 80 billion-dollar industry, and every valuableemployee represents a sizable investment on the part of yourcompany. To keep your business moving forward, effective managementof human capital is crucial. It generates plenty of data, and deepanalysis of this data helps you provide feedback and makeadjustments to capitalize on the combined knowledge, skills, andcreativity of your workers. Developing Human Capital: UsingAnalytics to Plan and Optimize Your Learning and DevelopmentInvestments provides a guidebook for collecting, organizing,and analyzing the data surrounding human capital so you can makethe most of your employees' potential. Use predictive analysis to optimize human capitalinvestments Learn effective study design and alignment Get the tools you need for measurement, surveys, andanalysis Decide what to measure and how to measure it Outline your company's current and future analytics technologyneeds Map data sources, and overcome barriers to data collection Authors Gene Pease, Bonnie Beresford, and Lew Walker providecase studies in which major companies applied human capitalanalytics to guide people decisions, and expand upon the role ofanalytics in Learning and Development. Developing Human Capital:Using Analytics to Plan and Optimize Your Learning and DevelopmentInvestments is an essential guide to 21st

century humanresources and management practices, and can keep you fromsquandering your company's most valuable resource.

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 BI guru 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. 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.

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. Explore the game-changing technology that allows mobile learningto effectively reach K-12 students Mobile Learning: A Handbook for Developers, Educators andLearners provides research-based foundations for developing,evaluating, and integrating effective mobile learning pedagogy.Twenty-first century students require twenty-first centurytechnology, and mobile devices provide new and effective ways toeducate children. But with new technologies come new challenges—therefore,this handbook presents a comprehensive look at mobile learning bysynthesizing relevant theories and drawing practical conclusionsfor developers, educators, and students. Mobile devices—in ways that the laptop, the personalcomputer, and netbook computers have not—present theopportunity to make learning more engaging, interactive, andavailable in both traditional classroom settings and informallearning environments. From theory to practice, MobileLearning explores how mobile devices are different than theirtechnological predecessors, makes the case for developers,teachers, and parents to invest in the technology, and illustratesthe many ways in which it is innovative, exciting, and effective ineducating K-12 students. Explores how mobile devices can support the needs ofstudents Provides examples, screenshots, graphics, and visualizations toenhance the material presented in the book Provides developers with the background necessary to create theapps their audience requires Presents the case for mobile learning in and out of classroomsas early as preschool Discusses how mobile learning enables better educationalopportunities for the visually impaired, students with Autism, andadult learners. If you're a school administrator, teacher, app developer, orparent, this topical book provides a theoretical, well-researcheddiscussion of the pedagogical theory and mobile learning, as wellas practical advice in setting up a mobile learning strategy. "Warranty Fraud Management provides practical guidelines that help companies save money through reduction of fraudulent warranty claims and overbilling. For a typical manufacturing company the warranty cost varies between 1-4% of sales, so warranty cost as such is an important factor. For companies with outsourced warranty service we have seen fraudulent claims and overpayments extending to over 50% of the total warranty cost. Warranty Fraud Management will highlight the methods of fraud, ways to uncover issues and the importance of continuous improvement of the controls to keep up with the continuously evolving misbehavior. On the other hand, setting-up too rigid controls or warranty terms can impact customer satisfaction and increases overall cost in the warranty chain. The book will increase general awareness of warranty fraud -- how fraud is done, the impact of the problem, typical symptoms and process gaps we have seen in diverse companies. Additionally, it will provide a comprehensive framework for a solid warranty management capability -- there is no single silver bullet to tackle the problem but several areas need to be covered. The spectrum of warranty fraud is very wide, so the right type of actions also differs in different cases"-- Maximize profit and optimize decisions with advanced business analytics Profit-Driven

Business Analytics provides actionable guidance on optimizing the use of data to add value and drive better business. Combining theoretical and technical insights into daily operations and long-term strategy, this book acts as a development manual for practitioners seeking to conceive, develop, and manage advanced analytical models. Detailed discussion delves into the wide range of analytical approaches and modeling techniques that can help maximize business payoff, and the author team draws upon their recent research to share deep insight about optimal strategy. Real-life case studies and examples illustrate these techniques at work, and provide clear guidance for implementation in your own organization. From step-by-step instruction on data handling, to analytical fine-tuning, to evaluating results, this guide provides invaluable guidance for practitioners seeking to reap the advantages of true business analytics. Despite widespread discussion surrounding the value of data in decision making, few businesses have adopted advanced analytic techniques in any meaningful way. This book shows you how to delve deeper into the data and discover what it can do for your business. Reinforce basic analytics to maximize profits Adopt the tools and techniques of successful integration Implement more advanced analytics with a value-centric approach Fine-tune analytical information to optimize business decisions Both data stored and streamed has been increasing at an exponential rate, and failing to use it to the fullest advantage equates to leaving money on the table. From bolstering current efforts to implementing a full-scale analytics initiative, the vast majority of businesses will see greater profit by applying advanced methods. Profit-Driven Business Analytics provides a practical guidebook and reference for adopting real business analytics techniques.

It's time to get your head in the cloud! In today's business environment, more and more people are requesting cloud-based solutions to help solve their business challenges. So how can you not only anticipate your clients' needs but also keep ahead of the curve to ensure their goals stay on track? With the help of this accessible book, you'll get a clear sense of cloud computing and understand how to communicate the benefits, drawbacks, and options to your clients so they can make the best choices for their unique needs. Plus, case studies give you the opportunity to relate real-life examples of how the latest technologies are giving organizations worldwide the opportunity to thrive as supply chain solutions in the cloud. Demonstrates how improvements in forecasting, collaboration, and inventory optimization can lead to cost savings Explores why cloud computing is becoming increasingly important Takes a close look at the types of cloud computing Makes sense of demand-driven forecasting using Amazon's cloud Whether you work in management, business, or IT, this is the dog-eared reference you'll want to keep close by as you continue making sense of the cloud.

Go beyond technique to master the difficult judgement calls of forecasting A variety of software can be used effectively to achieve accurate forecasting, but no software can replace the essential human component. You may be new to forecasting, or you may have mastered the statistical theory behind the software's predictions, and even more advanced "power user" techniques for the software itself—but your forecasts will never reach peak accuracy unless you master the complex judgement calls that the software cannot make. Profit From Your Forecasting Software addresses the issues that arise regularly, and shows you how to make the correct decisions to get the most out of your

software. Taking a non-mathematical approach to the various forecasting models, the discussion covers common everyday decisions such as model choice, forecast adjustment, product hierarchies, safety stock levels, model fit, testing, and much more. Clear explanations help you better understand seasonal indices, smoothing coefficients, mean absolute percentage error, and r-squared, and an exploration of psychological biases provides insight into the decision to override the software's forecast. With a focus on choice, interpretation, and judgement, this book goes beyond the technical manuals to help you truly grasp the more intangible skills that lead to better accuracy. Explore the advantages and disadvantages of alternative forecasting methods in different situations Master the interpretation and evaluation of your software's output Learn the subconscious biases that could affect your judgement toward intervention Find expert guidance on testing, planning, and configuration to help you get the most out of your software Relevant to sales forecasters, demand planners, and analysts across industries, Profit From Your Forecasting Software is the much sought-after "missing piece" in forecasting reference.

Uncover the financial fraud that funds terrorist organizations Trade-Based Money Laundering is an authoritative examination of this burgeoning phenomenon, now coming under scrutiny in the War on Terror. This book walks you through the signs and patterns of trade-based money laundering (TBML) to help you recognize it when it occurs, and shows you how data and analytics can be used to detect it. You'll learn the common value transfer techniques including invoice fraud, over-and-under invoicing, and misrepresentation, and learn why analytic detection systems have yet to be implemented despite the existence of copious data. Case studies from around the world highlight the real-life implications of the concepts and processes presented in the text, giving you a first-hand view of the mechanisms at work inside this expanding illegal market. Trade-based money laundering uses trade to convert large quantities of illicit cash into less conspicuous assets or commodities to evade financial transparency laws and regulations. As an ideal funding mechanism for terrorist groups, the practice is getting more attention even as it increases in scale and spread. This book takes you deep inside TBML to better arm you against its occurrence. Learn the typical value transfer techniques of TBML Examine case studies detailing international examples Discover why institutions have failed to implement detection systems Explore ways in which analytics can identify TBML According to the U.S. State Department, TBML has reached staggering proportions in recent years, and is considered by many to be the next frontier of international money laundering enforcement. Trade-Based Money Laundering gives you a battle plan, with expert insight and real-world guidance.

The intensified used 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.

Design quality SAS software and evaluate SAS software quality SAS Data Analytic Development is the developer's compendium for writing better-performing software and the manager's guide to building comprehensive software performance requirements. The text introduces and parallels the International Organization for Standardization (ISO) software product quality model, demonstrating 15 performance requirements that represent dimensions of software quality, including: reliability, recoverability, robustness, execution efficiency (i.e., speed), efficiency, scalability, portability, security, automation, maintainability, modularity, readability, testability, stability, and reusability. The text is intended to be read cover-to-cover or used as a reference tool to instruct, inspire, deliver, and evaluate software quality. A common fault in many software development environments is a focus on functional requirements—the what and how—to the detriment of performance requirements, which specify instead how well software should function (assessed through software execution) or how easily software should be maintained (assessed through code inspection). Without the definition and communication of performance requirements, developers risk either building software that lacks intended quality or wasting time delivering software that exceeds performance objectives—thus, either underperforming or gold-plating, both of which are undesirable. Managers, customers, and other decision makers should also understand the dimensions of software quality both to define performance requirements at project outset as well as to evaluate whether those objectives were met at software completion. As data analytic software, SAS transforms data into information and ultimately knowledge and data-driven decisions. Not surprisingly, data quality is a central focus and theme of SAS literature; however, code quality is far less commonly described and too often references only the speed or efficiency with which software should execute, omitting other critical dimensions of software quality. SAS® software project definitions and technical requirements often fall victim to this paradox, in which rigorous quality requirements exist for data and data products yet not for the software that undergirds them. By demonstrating the cost and benefits of software quality inclusion and the risk of software quality exclusion, stakeholders learn to value, prioritize, implement, and

evaluate dimensions of software quality within risk management and project management frameworks of the software development life cycle (SDLC). Thus, SAS Data Analytic Development recalibrates business value, placing code quality on par with data quality, and performance requirements on par with functional requirements.

This book considers the most contemporary innovations propelling the extractive industries forward while also creating new environmental and social challenges. The socio-ecological fabric of innovation in the extractive industries is considered through an integrative approach that brings together engineers, natural scientists, and social scientists—academics and practitioners—giving an empirically grounded and realistic evaluation of the innovations in this sector. It synthesizes a series of questions including:

Targeted analytics to address the unique opportunities in hospitality and gaming The Analytic Hospitality Executive helps decision makers understand big data and how it can drive value in the industry. Written by a leading business analytics expert who specializes in hospitality and travel, this book draws a direct link between big data and hospitality, and shows you how to incorporate analytics into your strategic management initiative. You'll learn which data types are critical, how to identify productive data sources, and how to integrate analytics into multiple business processes to create an overall analytic culture that turns information into insight. The discussion includes the tools and tips that help make it happen, and points you toward the specific places in your business that could benefit from advanced analytics. The hospitality and gaming industry has unique needs and opportunities, and this book's targeted guidance provides a roadmap to big data benefits. Like most industries, the hospitality and gaming industry is experiencing a rapid increase in data volume, variety, and velocity. This book shows you how to corral this growing current, and channel it into productive avenues that drive better business. Understand big data and analytics Incorporate analytics into existing business processes Identify the most valuable data sources Create a strategic analytic culture that drives value Although the industry is just beginning to recognize the value of big data, it's important to get up to speed quickly or risk losing out on benefits that could drive business to greater heights. The Analytic Hospitality Executive provides a targeted game plan from an expert on the inside, so you can start making your data work for you.

Fundamentals of Enhanced Oil and Gas Recovery from Conventional and Unconventional Reservoirs delivers the proper foundation on all types of currently utilized and upcoming enhanced oil recovery, including methods used in emerging unconventional reservoirs. Going beyond traditional secondary methods, this reference includes advanced water-based EOR methods which are becoming more popular due to CO2 injection methods used in EOR and methods specific to target shale oil and gas activity. Rounding out with a chapter devoted to optimizing the application and economy of EOR methods, the book brings reservoir and petroleum engineers up-to-speed on the latest studies to apply. Enhanced oil recovery continues to grow in technology, and with ongoing unconventional reservoir activity underway, enhanced oil recovery methods of many kinds will continue to gain in studies and scientific advancements. Reservoir engineers currently have multiple outlets to gain knowledge and are in need of one product go-to reference. Explains enhanced oil recovery methods, focusing specifically on those used for unconventional reservoirs Includes real-world case

studies and examples to further illustrate points Creates a practical and theoretical foundation with multiple contributors from various backgrounds Includes a full range of the latest and future methods for enhanced oil recovery, including chemical, waterflooding, CO_2 injection and thermal

Use big data analytics to efficiently drive oil and gas exploration and production Harness Oil and Gas Big Data with Analytics provides a complete view of big data and analytics techniques as they are applied to the oil and gas industry. Including a compendium of specific case studies, the book underscores the acute need for optimization in the oil and gas exploration and production stages and shows how data analytics can provide such optimization. This spans exploration, development, production and rejuvenation of oil and gas assets. The book serves as a guide for fully leveraging data, statistical, and quantitative analysis, exploratory and predictive modeling, and fact-based management to drive decision making in oil and gas operations. This comprehensive resource delves into the three major issues that face the oil and gas industry during the exploration and production stages: Data management, including storing massive quantities of data in a manner conducive to analysis and effectively retrieving, backing up, and purging data Quantification of uncertainty, including a look at the statistical and data analytics methods for making predictions and determining the certainty of those predictions Risk assessment, including predictive analysis of the likelihood that known risks are realized and how to properly deal with unknown risks Covering the major issues facing the oil and gas industry in the exploration and production stages, Harness Big Data with Analytics reveals how to model big data to realize efficiencies and business benefits.

In The Patient Revolution, author Krisa Tailor—a noted expert in health care innovation and management—explores, through the lens of design thinking, how information technology will take health care into the experience economy. In the experience economy, patients will shift to being empowered consumers who are active participants in their own care. Tailor explores this shift by creating a vision for a newly designed health care system that's focused on both sickness and wellness, and is driven by data and analytics. The new system seamlessly integrates health into our daily lives, and delivers care so uniquely personalized that no two people are provided identical treatments. Connected through data, everyone across the health care ecosystem, including clinicians, insurers, and researchers, will be able to meet individuals wherever they are in their health journey to reach the ultimate goal of keeping people healthy. The patient revolution has just begun and an exciting journey awaits us. Praise for the patient revolution "A full 50% of the US population has at least one chronic disease that requires ongoing monitoring and treatment. Our current health care system is woefully inadequate in providing these individuals with the treatment and support they need. This disparity can only be addressed through empowering patients to better care for themselves and giving providers better tools to care for their patients. Both of those solutions will require the development and application of novel technologies. In Krisa Tailor's book The Patient Revolution, a blueprint is articulated for how this could be achieved, culminating in a vision for a learning health system within 10 years." —Ricky Bloomfield, MD, Director, Mobile Technology Strategy; Assistant Professor, Duke Medicine "In The Patient Revolution, Krisa Tailor astutely points out that 80% of health is impacted by factors outside of the health care system. Amazon unfortunately knows

more about our patients than we do. The prescriptive analytics she describes will allow health care providers to use big data to optimize interventions at the level of the individual patient. The use of analytics will allow providers to improve quality, shape care coordination, and contain costs. Advanced analytics will lead to personalized care and ultimately empowered patients!" —Linda Butler, MD, Vice President of Medical Affairs/Chief Medical Officer/Chief Medical Information Officer, Rex Healthcare "The Patient Revolution provides a practical roadmap on how the industry can capture value by making health and care more personalized, anticipatory, and intuitive to patient needs." —Ash Damle, CEO, Lumiata "Excellent read. For me, health care represents a unique economy—one focused on technology, but requiring a deep understanding of humanity. Ms. Tailor begins the exploration of how we provide care via the concepts of design thinking, asking how we might redesign care with an eye toward changing the experience. She does an excellent job deconstructing this from the patient experience. I look forward to a hopeful follow-up directed at changing the provider culture." —Alan Pitt, MD, Chief Medical Officer, Avizia "Whether you're a health care provider looking to gain an understanding of the health care landscape, a health data scientist, or a seasoned business pro, you'll come away with a deeper, nuanced understanding of today's evolving health care system with this book. Krisa Tailor ties together—in a comprehensive, unique way—the worlds of health care administration, clinical practice, design thinking, and business strategy and innovation." —Steven Chan, MD, MBA, University of California, Davis

A PROVEN APPROACH FOR CREATING and IMPLEMENTING EFFECTIVE GOVERNANCE for DATA and ANALYTICS Financial Institution Advantage and the Optimization of Information Processing offers a key resource for understanding and implementing effective data governance practices and data modeling within financial organizations. Sean Keenan—a noted expert on the topic—outlines the strategic core competencies, includes best practices, and suggests a set of mechanisms for self-evaluation. He shows what it takes for an institution to evaluate its information processing capability and how to take the practical steps toward improving it. Keenan outlines the strategies and tools needed for financial institutions to take charge and make the much-needed decisions to ensure that their firm's information processing assets are effectively designed, deployed, and utilized to meet the strict regulatory guidelines. This important resource is filled with practical observations about how information assets can be actively and effectively managed to create competitive advantage and improved financial results. Financial Institution Advantage and the Optimization of Information Processing also includes a survey of case studies that highlight both the positive and less positive results that have stemmed from institutions either recognizing or failing to recognize the strategic importance of information processing capabilities.

An evidence-based organizational framework for exceptional analytics team results The Analytics Lifecycle Toolkit provides managers with a practical manual for integrating data management and analytic technologies into their organization. Author Gregory Nelson has encountered hundreds of unique perspectives on analytics optimization from across industries; over the years, successful strategies have proven to share certain practices, skillsets, expertise, and structural traits. In this book, he details the concepts, people and processes that contribute to exemplary results, and shares an

organizational framework for analytics team functions and roles. By merging analytic culture with data and technology strategies, this framework creates understanding for analytics leaders and a toolbox for practitioners. Focused on team effectiveness and the design thinking surrounding product creation, the framework is illustrated by real-world case studies to show how effective analytics team leadership works on the ground. Tools and templates include best practices for process improvement, workforce enablement, and leadership support, while guidance includes both conceptual discussion of the analytics life cycle and detailed process descriptions. Readers will be equipped to: Master fundamental concepts and practices of the analytics life cycle Understand the knowledge domains and best practices for each stage Delve into the details of analytical team processes and process optimization Utilize a robust toolkit designed to support analytic team effectiveness The analytics life cycle includes a diverse set of considerations involving the people, processes, culture, data, and technology, and managers needing stellar analytics performance must understand their unique role in the process of winnowing the big picture down to meaningful action. The Analytics Lifecycle Toolkit provides expert perspective and much-needed insight to managers, while providing practitioners with a new set of tools for optimizing results. 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. Leverage Big Data analytics methodologies to add value to geophysical and petrophysical exploration data Enhance Oil & Gas Exploration with Data-Driven Geophysical and Petrophysical Models demonstrates a new approach to geophysics and petrophysics data analysis using the latest methods drawn from Big Data. Written by two geophysicists with a combined 30 years in the industry, this book shows you how to leverage continually maturing computational intelligence to gain deeper insight from specific exploration data. Case studies illustrate the value propositions of this alternative analytical workflow, and in-depth discussion addresses the many Big Data issues in geophysics and petrophysics. From data collection and context through real-

world everyday applications, this book provides an essential resource for anyone involved in oil and gas exploration. Recent and continual advances in machine learning are driving a rapid increase in empirical modeling capabilities. This book shows you how these new tools and methodologies can enhance geophysical and petrophysical data analysis, increasing the value of your exploration data. Apply data-driven modeling concepts in a geophysical and petrophysical context Learn how to get more information out of models and simulations Add value to everyday tasks with the appropriate Big Data application Adjust methodology to suit diverse geophysical and petrophysical contexts Data-driven modeling focuses on analyzing the total data within a system, with the goal of uncovering connections between input and output without definitive knowledge of the system's physical behavior. This multi-faceted approach pushes the boundaries of conventional modeling, and brings diverse fields of study together to apply new information and technology in new and more valuable ways. Enhance Oil & Gas Exploration with Data-Driven Geophysical and Petrophysical Models takes you beyond traditional deterministic interpretation to the future of exploration data analysis. An essential guide to healthcare data problems, sources, and solutions Strategies in Biomedical Data Science provides medical professionals with much-needed guidance toward managing the increasing deluge of healthcare data. Beginning with a look at our current top-down methodologies, this book demonstrates the ways in which both technological development and more effective use of current resources can better serve both patient and payer. The discussion explores the aggregation of disparate data sources, current analytics and toolsets, the growing necessity of smart bioinformatics, and more as data science and biomedical science grow increasingly intertwined. You'll dig into the unknown challenges that come along with every advance, and explore the ways in which healthcare data management and technology will inform medicine, politics, and research in the not-so-distant future. Real-world use cases and clear examples are featured throughout, and coverage of data sources, problems, and potential mitigations provides necessary insight for forward-looking healthcare professionals. Big Data has been a topic of discussion for some time, with much attention focused on problems and management issues surrounding truly staggering amounts of data. This book offers a lifeline through the tsunami of healthcare data, to help the medical community turn their data management problem into a solution. Consider the data challenges personalized medicine entails Explore the available advanced analytic resources and tools Learn how bioinformatics as a service is quickly becoming reality Examine the future of IOT and the deluge of personal device data The sheer amount of healthcare data being generated will only increase as both biomedical research and clinical practice trend toward individualized, patient-specific care. Strategies in Biomedical Data Science provides expert insight into the kind of robust data management that is becoming increasingly critical as healthcare evolves. A better development and implementation framework for credit risk scorecards Intelligent Credit Scoring presents a business-oriented process for the development and implementation of risk prediction scorecards. The credit scorecard is a powerful tool for measuring the risk of individual borrowers, gauging overall risk exposure and developing analytically driven, risk-adjusted strategies for existing customers. In the past 10 years, hundreds of banks worldwide have brought the process of developing credit scoring models in-house, while 'credit scores' have become a frequent topic of

conversation in many countries where bureau scores are used broadly. In the United States, the 'FICO' and 'Vantage' scores continue to be discussed by borrowers hoping to get a better deal from the banks. While knowledge of the statistical processes around building credit scorecards is common, the business context and intelligence that allows you to build better, more robust, and ultimately more intelligent, scorecards is not. As the follow-up to Credit Risk Scorecards, this updated second edition includes new detailed examples, new real-world stories, new diagrams, deeper discussion on topics including WOE curves, the latest trends that expand scorecard functionality and new in-depth analyses in every chapter. Expanded coverage includes new chapters on defining infrastructure for in-house credit scoring, validation, governance, and Big Data. Black box scorecard development by isolated teams has resulted in statistically valid, but operationally unacceptable models at times. This book shows you how various personas in a financial institution can work together to create more intelligent scorecards, to avoid disasters, and facilitate better decision making. Key items discussed include: Following a clear step by step framework for development, implementation, and beyond Lots of real life tips and hints on how to detect and fix data issues How to realise bigger ROI from credit scoring using internal resources Explore new trends and advances to get more out of the scorecard Credit scoring is now a very common tool used by banks, Telcos, and others around the world for loan origination, decisioning, credit limit management, collections management, cross selling, and many other decisions. Intelligent Credit Scoring helps you organise resources, streamline processes, and build more intelligent scorecards that will help achieve better results. 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. Effective transaction monitoring begins with proper implementation Anti-Money Laundering Transaction Monitoring Systems Implementation provides comprehensive guidance for bank compliance and IT personnel tasked with implementing AML transaction monitoring. Written by an authority on data integration and anti-money laundering technology, this book offers both high-level discussion of transaction monitoring concepts and direct clarification of practical implementation techniques. All

transaction monitoring scenarios are composed of a few common elements, and a deep understanding of these elements is the critical factor in achieving your goal; without delving into actual code, this guide provides actionable information suitable for any AML platform or solution to help you implement effective strategies and ensure regulatory compliance for your organization. Transaction monitoring is increasingly critical to banking and business operations, and the effectiveness of any given solution is directly correlated to its implementation. This book provides clear guidance on all facets of AML transaction monitoring, from conception to implementation, to help you: Detect anomalies in the data Handle known abnormal behavior Comply with regulatory requirements Monitor transactions using various techniques Regulators all over the world are requiring banks and other companies to institute automated systems that combat money laundering. With many variables at play on both the transaction side and the solution side of the equation, a solid understanding of AML technology and its implementation is the most critical factor in successful detection. Anti-Money Laundering Transaction Monitoring Systems Implementation is an invaluable resource for those tasked with putting these systems in place, providing clear discussion and practical implementation guidance.

An integrated, strategic approach to higher-value analytics Leaders and Innovators: How Data-Driven Organizations Are Winning with Analytics shows how businesses leverage enterprise analytics to gain strategic insights for profitability and growth. The key factor is integrated, end-to-end capabilities that encompass data management and analytics from a business and IT perspective; with analytics running inside a database where the data reside, everyday analytical processes become streamlined and more efficient. This book shows you what analytics is, what it can do, and how you can integrate old and new technologies to get more out of your data. Case studies and examples illustrate real-world scenarios in which an optimized analytics system revolutionized an organization's business. Using in-database and in-memory analytics along with Hadoop, you'll be equipped to improve performance while reducing processing time from days or weeks to hours or minutes. This more strategic approach uncovers the opportunities hidden in your data, and the detailed guidance to optimal data management allows you to break through even the biggest data challenges. With data coming in from every angle in a constant stream, there has never been a greater need for proactive and agile strategies to overcome these struggles in a volatile and competitive economy. This book provides clear guidance and an integrated strategy for organizations seeking greater value from their data and becoming leaders and innovators in the industry. Streamline analytics processes and daily tasks Integrate traditional tools with new and modern technologies Evolve from tactical to strategic behavior Explore new analytics methods and applications The depth and breadth of analytics capabilities, technologies, and potential makes it a bottomless well of insight. But too many organizations falter at implementation—too much, not enough, or the right amount in the wrong way all fail to deliver what an optimized and integrated system could. Leaders and Innovators: How Data-Driven Organizations Are Winning with Analytics shows you how to create the system your organization needs to dramatically improve performance, increase profitability, and drive innovation at all levels for the present and future.

Streamline data analysis with an intuitive, visual Six Sigma strategy Visual Six Sigma

provides the statistical techniques that help you get more information from your data. A unique emphasis on the visual allows you to take a more active role in data-driven decision making, so you can leverage your contextual knowledge to pose relevant questions and make more sound decisions. You'll learn dynamic visualization and exploratory data analysis techniques that help you identify occurrences and sources of variation, and the strategies and processes that make Six Sigma work for your organization. The Six Sigma strategy helps you identify and remove causes of defects and errors in manufacturing and business processes; the more pragmatic Visual approach opens the strategy beyond the realms of statisticians to provide value to all business leaders amid the growing need for more accessible quality management tools. See where, why, and how your data varies Find clues to underlying behavior in your data Identify key models and drivers Build your own Six-Sigma experience Whether your work involves a Six Sigma improvement project, a design project, a data-mining inquiry, or a scientific study, this practical breakthrough guide equips you with the skills and understanding to get more from your data. With intuitive, easy-to-use tools and clear explanations, Visual Six Sigma is a roadmap to putting this strategy to work for your company.

Harness Oil and Gas Big Data with AnalyticsOptimize Exploration and Production with Data-Driven ModelsJohn 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.