

Applied Predictive Analytics Principles And Techniques For The Professional Data Analyst

Analyzing data sets has continued to be an invaluable application for numerous industries. By combining different algorithms, technologies, and systems used to extract information from data and solve complex problems, various sectors have reached new heights and have changed our world for the better. The Handbook of Research on Engineering, Business, and Healthcare Applications of Data Science and Analytics is a collection of innovative research on the methods and applications of data analytics. While highlighting topics including artificial intelligence, data security, and information systems, this book is ideally designed for researchers, data analysts, data scientists, healthcare administrators, executives, managers, engineers, IT consultants, academicians, and students interested in the potential of data application technologies.

Um im internationalen Wettbewerb bestehen zu können, ist es vor allem für Unternehmen aus Hochlohnländern wichtig, anforderungsgerechte Produkte am Markt zu platzieren. In diesem Zusammenhang gewinnt die effiziente und effektive Durchführung von Entwicklungsprojekten zunehmend an Bedeutung. Im Rahmen der Arbeit eine Methodik entwickelt, welche durch die Anwendung eines Predictive Analytics-Modells die Implementierung von präventiven Steuerungsmaßnahmen zur Einhaltung der gesetzten Zeit-, Kosten- und Qualitätsziele unterstützt.

The two volumes LNCS 9107 and 9108 constitute the proceedings of the International Work-Conference on the Interplay Between Natural and Artificial Computation, IWINAC 2015, held in Elche, Spain, in June 2015. The total of 103 contributions was carefully reviewed and selected from 190 submissions during two rounds of reviewing and improvement. The papers are organized in two volumes, one on artificial computation and biology and medicine, addressing topics such as computational neuroscience, neural coding and neuro-informatics, as well as computational foundations and approaches to the study of cognition. The second volume deals with bioinspired computation in artificial systems; topics alluded are bio-inspired circuits and mechanisms, bioinspired programming strategies, and bioinspired engineering AI&KE.

Value creation is a prime concern for any contemporary business. This can be accomplished through the incorporation of various techniques and processes, such as the integration of analytics to improve business functions. Applying Predictive Analytics Within the Service Sector is a pivotal reference source for the latest innovative perspectives on the incorporation of analysis techniques to enhance business performance. Examining a wide range of relevant topics, such as alternative clustering, recommender systems, and social media tools, this book is ideally designed for researchers, academics, students, professionals, and practitioners seeking scholarly material on business improvement in the service industry.

Learn everything you need to know to start using business analytics and integrating it throughout your organization. Business Analytics Principles, Concepts, and Applications with SAS brings together a complete, integrated package of knowledge for newcomers to the subject. The authors present an up-to-date view of what business analytics is, why it is so valuable, and most importantly, how it is used. They combine essential conceptual content with clear explanations of the tools, techniques, and methodologies actually used to implement modern business analytics initiatives. They offer a proven step-wise approach to designing an analytics program, and successfully integrating it into your organization, so it effectively provides intelligence for competitive advantage in decision making. Using step-by-step examples, the authors identify common challenges that can be addressed by business analytics, illustrate each type of analytics (descriptive, prescriptive, and predictive), and guide users in undertaking their own projects. Illustrating the real-world use of statistical, information systems, and management science methodologies, these examples help readers successfully apply the methods they are learning. Unlike most competitive guides, this text demonstrates the use of SAS software, permitting instructors to spend less time teaching software and more time focusing on business analytics itself. Business Analytics Principles, Concepts, and Applications with SAS will be a valuable resource for all beginning-to-intermediate level business analysts and business analytics managers; for MBA/Masters' degree students in the field; and for advanced undergraduates majoring in statistics, applied mathematics, or engineering/operations research.

Predictive Analytics with Microsoft Azure Machine Learning, Second Edition is a practical tutorial introduction to the field of data science and machine learning, with a focus on building and deploying predictive models. The book provides a thorough overview of the Microsoft Azure Machine Learning service released for general availability on February 18th, 2015 with practical guidance for building recommenders, propensity models, and churn and predictive maintenance models. The authors use task oriented descriptions and concrete end-to-end examples to ensure that the reader can immediately begin using this new service. The book describes all aspects of the service from data ingress to applying machine learning, evaluating the models, and deploying them as web services. Learn how you can quickly build and deploy sophisticated predictive models with the new Azure Machine Learning from Microsoft. What's New in the Second Edition? Five new chapters have been added with practical detailed coverage of: Python Integration – a new feature announced February 2015 Data preparation and feature selection Data visualization with Power BI Recommendation engines Selling your models on Azure Marketplace

This book analyzes the effects of the latest technological advances in blockchain and artificial intelligence (AI) on business operations and strategies. Adopting an interdisciplinary approach, the contributions examine new developments that change the rules of traditional management. The chapters focus mainly on blockchain technologies and digital business in the "Industry 4.0" context, covering such topics as accounting, digitalization and use of AI in business operations and cybercrime. Intended for academics, blockchain experts, students and practitioners, the book helps business strategists design a path for future opportunities.

This book constitutes the post-conference proceedings of the 4th International Conference on Machine Learning, Optimization, and Data Science, LOD 2018, held in Volterra, Italy, in September 2018. The 46 full papers presented were carefully reviewed and selected from 126 submissions. The papers cover topics in the field of machine learning, artificial intelligence, reinforcement learning, computational optimization and data science presenting a substantial array of ideas, technologies, algorithms, methods and applications.

The demand on local government to do more with less by improving operations, increasing productivity, and making better and more informed decisions increases constantly. On a departmental level Geographic Information Systems are helping meet this demand but the majority of local government organizations do not take the time to understand the GIS needs and opportunities of each and every department. This book: Discusses how towns, cities and counties and their specific departments should actually use GIS Explains the best ways to use GIS tools through many specific case studies and step by step instructions Emphasises local government needs first before

offering solutions Gives readers a practical and understandable way of thinking about managing and making GIS successful This book is the guide that details best GIS applications and practices for the 34 departments in local government that can, and should, use GIS technology. It explains in details how, why, and what each department should implement, a clear and understandable explanation of departmental GIS. Companies from various sectors of the economy are confronted with the new phenomenon of digital transformation and are faced with the challenge of formulating and implementing a company-wide strategy to incorporate what are often viewed as “disruptive” technologies. These technologies are sometimes associated with significant and extremely rapid change, in some cases with even the replacement of established business models. Many of these technologies have been deployed in unison by leading-edge companies acting as the catalyst for significant process change and people skills enhancement. The Handbook of Research on Digital Transformation, Industry Use Cases, and the Impact of Disruptive Technologies examines the phenomenon of digital transformation and the impact of disruptive technologies through the lens of industry case studies where different combinations of these new technologies have been deployed and incorporated into enterprise IT and business strategies. Covering topics including chatbot implementation, multinational companies, cloud computing, internet of things, artificial intelligence, big data and analytics, immersive technologies, and social media, this book is essential for senior management, IT managers, technologists, computer scientists, cybersecurity analysts, academicians, researchers, IT consultancies, professors, and students.

A hands-on guide to making valuable decisions from data using advanced data mining methods and techniques This second installment in the Making Sense of Data series continues to explore a diverse range of commonly used approaches to making and communicating decisions from data. Delving into more technical topics, this book equips readers with advanced data mining methods that are needed to successfully translate raw data into smart decisions across various fields of research including business, engineering, finance, and the social sciences. Following a comprehensive introduction that details how to define a problem, perform an analysis, and deploy the results, Making Sense of Data II addresses the following key techniques for advanced data analysis: Data Visualization reviews principles and methods for understanding and communicating data through the use of visualization including single variables, the relationship between two or more variables, groupings in data, and dynamic approaches to interacting with data through graphical user interfaces. Clustering outlines common approaches to clustering data sets and provides detailed explanations of methods for determining the distance between observations and procedures for clustering observations. Agglomerative hierarchical clustering, partitioned-based clustering, and fuzzy clustering are also discussed. Predictive Analytics presents a discussion on how to build and assess models, along with a series of predictive analytics that can be used in a variety of situations including principal component analysis, multiple linear regression, discriminate analysis, logistic regression, and Naïve Bayes. Applications demonstrates the current uses of data mining across a wide range of industries and features case studies that illustrate the related applications in real-world scenarios. Each method is discussed within the context of a data mining process including defining the problem and deploying the results, and readers are provided with guidance on when and how each method should be used. The related Web site for the series (www.makingsenseofdata.com) provides a hands-on data analysis and data mining experience. Readers wishing to gain more practical experience will benefit from the tutorial section of the book in conjunction with the Traceis™ software, which is freely available online. With its comprehensive collection of advanced data mining methods coupled with tutorials for applications in a range of fields, Making Sense of Data II is an indispensable book for courses on data analysis and data mining at the upper-undergraduate and graduate levels. It also serves as a valuable reference for researchers and professionals who are interested in learning how to accomplish effective decision making from data and understanding if data analysis and data mining methods could help their organization.

The world is witnessing the growth of a global movement facilitated by technology and social media. Fueled by information, this movement contains enormous potential to create more accountable, efficient, responsive, and effective governments and businesses, as well as spurring economic growth. Big Data Governance and Perspectives in Knowledge Management is a collection of innovative research on the methods and applications of applying robust processes around data, and aligning organizations and skillsets around those processes. Highlighting a range of topics including data analytics, prediction analysis, and software development, this book is ideally designed for academicians, researchers, information science professionals, software developers, computer engineers, graduate-level computer science students, policymakers, and managers seeking current research on the convergence of big data and information governance as two major trends in information management.

Learn the art and science of predictive analytics — techniques that get results Predictive analytics is what translates big data into meaningful, usable business information. Written by a leading expert in the field, this guide examines the science of the underlying algorithms as well as the principles and best practices that govern the art of predictive analytics. It clearly explains the theory behind predictive analytics, teaches the methods, principles, and techniques for conducting predictive analytics projects, and offers tips and tricks that are essential for successful predictive modeling. Hands-on examples and case studies are included. The ability to successfully apply predictive analytics enables businesses to effectively interpret big data; essential for competition today This guide teaches not only the principles of predictive analytics, but also how to apply them to achieve real, pragmatic solutions Explains methods, principles, and techniques for conducting predictive analytics projects from start to finish Illustrates each technique with hands-on examples and includes as series of in-depth case studies that apply predictive analytics to common business scenarios A companion website provides all the data sets used to generate the examples as well as a free trial version of software Applied Predictive Analytics arms data and business analysts and business managers with the tools they need to interpret and capitalize on big data.

This book reviews a number of issues including: Why data generated from POC machines are considered as Big Data. What are the challenges in storing, managing, extracting knowledge from data from POC devices? Why is it inefficient to use traditional data analysis with big data? What are the solutions for the mentioned issues and challenges? What type of analytics skills are required in health care? What big data technologies and tools can be used efficiently with data generated from POC devices? This book shows how it is feasible to store vast numbers of anonymous data and ask highly specific questions that can be performed in real-time to give precise and meaningful evidence to guide public health policy.

Master modern web and network data modeling: both theory and applications. In Web and Network Data Science, a top faculty member of Northwestern University’s prestigious analytics program presents the first fully-integrated treatment of both the business and academic elements of web and network modeling for predictive analytics. Some books in this field focus either entirely on business issues (e.g., Google Analytics and SEO); others are strictly academic (covering topics such as sociology, complexity theory, ecology, applied physics, and economics). This text gives today’s managers and students what they really need: integrated coverage of concepts, principles, and theory in the context of real-world applications. Building on his pioneering Web Analytics course at Northwestern University, Thomas W. Miller covers usability testing, Web site performance, usage analysis, social media platforms, search engine optimization (SEO), and many other topics. He balances this practical coverage with accessible and up-to-date introductions to both social network analysis and network science, demonstrating how these disciplines can be used to solve real business problems.

Uncovering and analyzing data associated with the current business environment is essential in maintaining a competitive edge. As such, making informed decisions based on this data is crucial to managers across industries. Integration of Data Mining in Business Intelligence Systems investigates the incorporation of data mining into business technologies used in the decision making process. Emphasizing cutting-edge research and relevant concepts in data discovery and analysis, this book is a comprehensive reference source for policymakers,

academicians, researchers, students, technology developers, and professionals interested in the application of data mining techniques and practices in business information systems.

This book provides a comprehensive guide to Industry 4.0 applications, not only introducing implementation aspects but also proposing a conceptual framework with respect to the design principles. In addition, it discusses the effects of Industry 4.0, which are reflected in new business models and workforce transformation. The book then examines the key technological advances that form the pillars of Industry 4.0 and explores their potential technical and economic benefits using examples of real-world applications. The changing dynamics of global production, such as more complex and automated processes, high-level competitiveness and emerging technologies, have paved the way for a new generation of goods, products and services. Moreover, manufacturers are increasingly realizing the value of the data that their processes and products generate. Such trends are transforming manufacturing industry to the next generation, namely Industry 4.0, which is based on the integration of information and communication technologies and industrial technology. The book provides a conceptual framework and roadmap for decision-makers for this transformation. The overall functions of a government impact a wide range of sectors in society. It is imperative for governments to work at full capacity and potential in order to ensure quality progress for its citizens. *Driving Efficiency in Local Government Using a Collaborative Enterprise Architecture Framework: Emerging Research and Opportunities* is an essential scholarly publication for the latest research on methods for smart government initiatives and implementations, and addresses prevalent internal and external security risks. Featuring extensive coverage on a broad range of topics such as technology funds, mobile technology, and cloud computing, this book is ideally designed for professionals, academicians, researchers, and students seeking current research on the ways in which governments can advance and prosper. This book offers practical guidelines on creating value from the application of data science based on selected artificial intelligence methods. In Part I, the author introduces a problem-driven approach to implementing AI-based data science and offers practical explanations of key technologies: machine learning, deep learning, decision trees and random forests, evolutionary computation, swarm intelligence, and intelligent agents. In Part II, he describes the main steps in creating AI-based data science solutions for business problems, including problem knowledge acquisition, data preparation, data analysis, model development, and model deployment lifecycle. Finally, in Part III the author illustrates the power of AI-based data science with successful applications in manufacturing and business. He also shows how to introduce this technology in a business setting and guides the reader on how to build the appropriate infrastructure and develop the required skillsets. The book is ideal for data scientists who will implement the proposed methodology and techniques in their projects. It is also intended to help business leaders and entrepreneurs who want to create competitive advantage by using AI-based data science, as well as academics and students looking for an industrial view of this discipline.

Profiling the European citizen: why today's democracy needs to look harder at the negative potential of new technology than at its positive potential. This book contains detailed and nuanced contributions on the technologies, the ethics and law of machine learning and profiling, mostly avoiding the term AI. There is no doubt that these technologies have an important positive potential, and a token reference to such positive potential, required in all debates between innovation and precaution, hereby precedes what follows.

The implementation of effective decision making protocols is crucial in any organizational environment in modern society. Emerging advancements in technology and analytics have optimized uses and applications of decision making systems. *Decision Management: Concepts, Methodologies, Tools, and Applications* is a compendium of the latest academic material on the control, support, usage, and strategies for implementing efficient decision making systems across a variety of industries and fields. Featuring comprehensive coverage on numerous perspectives, such as data visualization, pattern analysis, and predictive analytics, this multi-volume book is an essential reference source for researchers, academics, professionals, managers, students, and practitioners interested in the maintenance and optimization of decision management processes.

This edited volume is devoted to Big Data Analysis from a Machine Learning standpoint as presented by some of the most eminent researchers in this area. It demonstrates that Big Data Analysis opens up new research problems which were either never considered before, or were only considered within a limited range. In addition to providing methodological discussions on the principles of mining Big Data and the difference between traditional statistical data analysis and newer computing frameworks, this book presents recently developed algorithms affecting such areas as business, financial forecasting, human mobility, the Internet of Things, information networks, bioinformatics, medical systems and life science. It explores, through a number of specific examples, how the study of Big Data Analysis has evolved and how it has started and will most likely continue to affect society. While the benefits brought upon by Big Data Analysis are underlined, the book also discusses some of the warnings that have been issued concerning the potential dangers of Big Data Analysis along with its pitfalls and challenges.

This book constitutes the thoroughly refereed proceedings of the 7th International Joint Conference on Knowledge Discovery, Knowledge Engineering and Knowledge Management, IC3K 2015, held in Lisbon, Portugal, in November 2015. The 25 full papers presented together with 2 invited papers were carefully reviewed and selected from 280 submissions. The papers are organized in topical sections on knowledge discovery and information retrieval; knowledge engineering and ontology development; and knowledge management and information sharing.

In recent years, machine learning has gained a lot of interest. Due to the advances in processor technology and the availability of large amounts of data, machine learning techniques have provided astounding results in areas such as object recognition or natural language processing. New approaches, e.g. deep learning, have provided groundbreaking outcomes in fields such as multimedia mining or voice recognition. Machine learning is now used in virtually every

domain and deep learning algorithms are present in many devices such as smartphones, cars, drones, healthcare equipment, or smart home devices. The Internet, cloud computing and the Internet of Things produce a tsunami of data and machine learning provides the methods to effectively analyze the data and discover actionable knowledge. This book describes the most common machine learning techniques such as Bayesian models, support vector machines, decision tree induction, regression analysis, and recurrent and convolutional neural networks. It first gives an introduction into the principles of machine learning. It then covers the basic methods including the mathematical foundations. The biggest part of the book provides common machine learning algorithms and their applications. Finally, the book gives an outlook into some of the future developments and possible new research areas of machine learning and artificial intelligence in general. This book is meant to be an introduction into machine learning. It does not require prior knowledge in this area. It covers some of the basic mathematical principle but intends to be understandable even without a background in mathematics. It can be read chapter wise and intends to be comprehensible, even when not starting in the beginning. Finally, it also intends to be a reference book. Key Features: Describes real world problems that can be solved using Machine Learning Provides methods for directly applying Machine Learning techniques to concrete real world problems Demonstrates how to apply Machine Learning techniques using different frameworks such as TensorFlow, MALLET, R Develop an understanding of the core principles of information systems (IS) and how these principles make a difference in today's business environment with Stair/Reynolds' PRINCIPLES OF INFORMATION SYSTEMS, 14E. Completely reorganized for clarity and focus, this fresh new edition provides engaging new chapter opening cases and a new chapter on AI and automation. You explore the challenges and risks of cybercrime, hacking, internet of things, and artificial intelligence as you examine the latest IS research and learn from memorable examples. You can even maximize your employability as you learn how to use IS to increase profits and reduce costs in organizations while studying the latest developments in big data, business intelligence, cloud computing, e-commerce, enterprise systems, mobile computing, strategic planning, and systems development. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

This in-depth guide provides managers with a solid understanding of data and data trends, the opportunities that it can offer to businesses, and the dangers of these technologies. Written in an accessible style, Steven Finlay provides a contextual roadmap for developing solutions that deliver benefits to organizations.

Learn everything you need to know to start using business analytics and integrating it throughout your organization. Business Analytics Principles, Concepts, and Applications brings together a complete, integrated package of knowledge for newcomers to the subject. The authors present an up-to-date view of what business analytics is, why it is so valuable, and most importantly, how it is used. They combine essential conceptual content with clear explanations of the tools, techniques, and methodologies actually used to implement modern business analytics initiatives. They offer a proven step-wise approach to designing an analytics program, and successfully integrating it into your organization, so it effectively provides intelligence for competitive advantage in decision making. Using step-by-step examples, the authors identify common challenges that can be addressed by business analytics, illustrate each type of analytics (descriptive, prescriptive, and predictive), and guide users in undertaking their own projects. Illustrating the real-world use of statistical, information systems, and management science methodologies, these examples help readers successfully apply the methods they are learning. Unlike most competitive guides, this text demonstrates the use of IBM's menu-based SPSS software, permitting instructors to spend less time teaching software and more time focusing on business analytics itself. A valuable resource for all beginning-to-intermediate-level business analysts and business analytics managers; for MBA/Masters' degree students in the field; and for advanced undergraduates majoring in statistics, applied mathematics, or engineering/operations research.

The book studies artificial intelligence as a new reality and a perspective direction for the modern economy's development, as well as its future technological basis. The book forms a meta-scientific approach to studying AI, which allows uniting the efforts of scholars from different spheres of science for formation of a comprehensive idea of AI. The book reflects the meta-scientific approach to the balanced use of human and artificial intelligence and the features of successful development of the information economy under the conditions of technological progress based on artificial intelligence. It describes the implementation of the subject approach in psychology and pedagogy based on artificial intelligence and reflects the political and legal aspects of creating, implementing and developing artificial intelligence. The impact of artificial intelligence on the economy and financial services is considered, and modernization of management of production and distribution processes and systems based on AI are studied. The target audience of the book includes scholars from different spheres of science who study AI, companies interested in implementation of AI, and government that regulates the issues of development and use of AI.

The field of analytics is rapidly evolving, making it difficult for professionals and students to keep up the most current and effective applications. Managerial Analytics will help readers sort through all these new options and identify the appropriate solution. In this reference, authors Watson, Nelson and Cacioppi accurately define and identify the components of analytics and big data, giving readers the knowledge needed to effectively assess new aspects and applications. Building on this foundation, they review tools and solutions, identify the offerings best aligned to one's requirements, and show how to tailor analytics applications to an organization's specific needs. Drawing on extensive experience implementing, planning, and researching advanced analytics for business, the authors clearly explain all this, and more: What analytics is and isn't: great examples of successful usage – and other examples where the term is being degraded into meaninglessness The difference between using analytics and “competing on analytics” How to get started with big data, by analyzing the most relevant data Components of analytics systems, from databases and Excel to BI systems and beyond Anticipating and overcoming “confirmation bias” and other pitfalls Understanding predictive

analytics and getting the high-quality random samples necessary Applying game theory, Efficient Frontier, benchmarking, and revenue management models Implementing optimization at the small and large scale, and using it to make “automatic decisions”

Applied Predictive Analytics Principles and Techniques for the Professional Data Analyst John Wiley & Sons

A guide on how to visualise and tell stories with data, providing practical design tips complemented with step-by-step tutorials.

Learn how to solve real life problems using different methods like logic regression, random forests and SVM's with TensorFlow. Key Features Understand predictive analytics along with its challenges and best practices Embedded with assessments that will help you revise the concepts you have learned in this book Book Description Predictive analytics discovers hidden patterns from structured and unstructured data for automated decision making in business intelligence. Predictive decisions are becoming a huge trend worldwide, catering to wide industry sectors by predicting which decisions are more likely to give maximum results. TensorFlow, Google's brainchild, is immensely popular and extensively used for predictive analysis. This book is a quick learning guide on all the three types of machine learning, that is, supervised, unsupervised, and reinforcement learning with TensorFlow. This book will teach you predictive analytics for high-dimensional and sequence data. In particular, you will learn the linear regression model for regression analysis. You will also learn how to use regression for predicting continuous values. You will learn supervised learning algorithms for predictive analytics. You will explore unsupervised learning and clustering using K-means You will then learn how to predict neighborhoods using K-means, and then, see another example of clustering audio clips based on their audio features. This book is ideal for developers, data analysts, machine learning practitioners, and deep learning enthusiasts who want to build powerful, robust, and accurate predictive models with the power of TensorFlow. This book is embedded with useful assessments that will help you revise the concepts you have learned in this book. What you will learn Learn TensorFlow features in a real-life problem, followed by detailed TensorFlow installation and configuration Explore computation graphs, data, and programming models also get an insight into an example of implementing linear regression model for predictive analytics Solve the Titanic survival problem using logistic regression, random forests, and SVMs for predictive analytics Dig deeper into predictive analytics and find out how to take advantage of it to cluster records belonging to the certain group or class for a dataset of unsupervised observations Learn several examples of how to apply reinforcement learning algorithms for developing predictive models on real-life datasets Who this book is for This book is aimed at developers, data analysts, machine learning practitioners, and deep learning enthusiasts who want to build powerful, robust, and accurate predictive models with the power of TensorFlow.

Use the latest data mining best practices to enable timely, actionable, evidence-based decision making throughout your organization! Real-World Data Mining demystifies current best practices, showing how to use data mining to uncover hidden patterns and correlations, and leverage these to improve all aspects of business performance. Drawing on extensive experience as a researcher, practitioner, and instructor, Dr. Dursun Delen delivers an optimal balance of concepts, techniques and applications. Without compromising either simplicity or clarity, he provides enough technical depth to help readers truly understand how data mining technologies work. Coverage includes: processes, methods, techniques, tools, and metrics; the role and management of data; text and web mining; sentiment analysis; and Big Data integration. Throughout, Delen's conceptual coverage is complemented with application case studies (examples of both successes and failures), as well as simple, hands-on tutorials. Real-World Data Mining will be valuable to professionals on analytics teams; professionals seeking certification in the field; and undergraduate or graduate students in any analytics program: concentrations, certificate-based, or degree-based.

This book discusses business architecture as a basis for aligning efforts with outcomes. It views BA as complementary to enterprise architecture, where the focus of technological initiatives and inventories is to understand and improve business organization, business direction, and business decision-making. This book provides a practical, long-term view on BA. Based on the authors' consulting experience and industrial research, the material in this book is a valuable addition to the thought processes around BA and EA. The lead author has direct and practical experience with large clients in applying APQC capability framework for undertaking multiple enterprise-wide capability assessments.

The application of holistic optimization methods in the tourism, travel, and hospitality industry has improved customer service and business strategies within the field. By utilizing new technologies and optimization techniques, it is becoming easier to troubleshoot problematic areas within the travel industry. The Handbook of Research on Holistic Optimization Techniques in the Hospitality, Tourism, and Travel Industry features innovative technologies being utilized in the management of hotels and tourist attractions. Highlighting empirical research on the optimization of the travel and hospitality industry through the use of algorithms and information technology, this book is a critical reference source for managers, decision makers, executives, tourists, agents, researchers, economists, and hotel staff members.

Over the last decade, sustainability became more and more important for companies and consumers, as the focus on the ecological footprint of products and companies, as well as the social conditions, is increasing. By evaluating the product announcements of the S&P 500 companies, in terms of the classic types of innovation and the social and green innovation characteristics, during the observation period from 2008 to 2018, this book aims to establish a relationship between the innovative power of sustainable products and the companies profit.

The American way of producing health is failing. It continues to rank very low among developed countries on our most vital need...to live a long and healthy life. Despite the well-intentioned actions on the part of government, life sciences, and technology, the most important resource for achieving our full health potential is ourselves. This book is about how you can do so, and how others can help you. Dwight McNeill introduces person-centered health analytics (pchA) and shows how you can use it to master five everyday behaviors that cause and perpetuate most chronic diseases. Using Person-Centered Health Analytics to Live Longer combines deep insight, a comprehensive framework, and practical tools for living longer and healthier lives. It offers a clear path forward for both individuals and stakeholders, including providers, payers, health promotion companies, technology innovators, government, and analytics practitioners.

The U.S. healthcare system is in "complete chaos-disarray." Medical costs have increased significantly over the past 6 years with 70% increase for deductibles and 24% or more for health insurance premiums. All the while, workers earnings have either not increased or if they did, the pay raises were for less than the increase in the cost of medical care. The situation is unsustainable and the public wants the system fixed. This book offers ways of fixing the problems in healthcare. HEALTHCARE's OUT SICK - PREDICTING A CURE - Solutions that WORK !!!! first defines the "healthcare in crisis" problem. Through real patient experiences, the book describes the difficulties of getting through the maze of complexity among the plethora of "silo providers" which make up the industry. The heart of the book provides readers with a

comprehensive solution that can work, a disruption that is necessary to provide Americans the medical care they need without the US public and healthcare providers and payors going into bankruptcy, insolvency or closure. This book delves into digitized medicine, payor and provider reimbursement models, and value-based healthcare delivery. It also includes a philosophy or mode of thinking and operation for the solutions that are needed for diagnosis-effective, cost-effective, and time-efficient healthcare delivery, of which digitized medicine, value-based care, and payor reimbursement modes are just some of the factors. The authors propose that the real solution involves having the patient at the center of the issues and changing from an archaic gold standard way of thinking to a "Predictive Analytic thinking" where one gets at the real truth by doing "real science" that in the end becomes effective not only for the population but for the individual person. This all leads to real person-centered and person-directed medicine and healthcare delivery.

Big Data in Unternehmen. Dieses neue Buch gibt Managern ein umfassendes Verständnis dafür, welche Bedeutung Big Data für Unternehmen zukünftig haben wird und wie Big Data tatsächlich genutzt werden kann. Am Ende jedes Kapitels aktivieren Fragen, selbst nach Lösungen für eine erfolgreiche Implementierung und Nutzung von Big Data im eigenen Unternehmen zu suchen. Die Schwerpunkte - Warum Big Data für Sie und Ihr Unternehmen wichtig ist - Wie Big Data Ihre Arbeit, Ihr Unternehmen und Ihre Branche verändern - - wird - Entwicklung einer Big Data-Strategie - Der menschliche Aspekt von Big Data - Technologien für Big Data - Wie Sie erfolgreich mit Big Data arbeiten - Was Sie von Start-ups und Online-Unternehmen lernen können - Was Sie von großen Unternehmen lernen können: Big Data und Analytics 3.0 Der Experte Thomas H. Davenport ist Professor für Informationstechnologie und -management am Babson College und Forschungswissenschaftler am MIT Center for Digital Business. Zudem ist er Mitbegründer und Forschungsdirektor am International Institute for Analytics und Senior Berater von Deloitte Analytics.

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