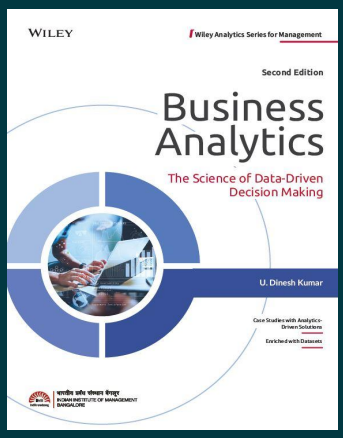
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Business Analytics, 2ed: The Science of Data-Driven Decision Making

By U. Dinesh Kumar

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Description

Business Analytics has become one of the most important skills that every student of Management and Engineering should acquire to become successful in their career. The use of analytics across industries for decision making, problem solving, and driving organizational innovation makes it an essential skill to develop. Analytics is used as a competitive strategy by many successful companies.

About the Author

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Dr. U. Dinesh Kumar is a Professor of Decision Sciences at IIM Bangalore. He is also the IIMB Chair of Excellence since January 2020. Dr. Dinesh Kumar introduced Business Analytics elective course in 2008 to the PGP students at IIM Bangalore and started one of the first certificate programs in Business Analytics in India in 2010. Dr. Dinesh Kumar has over 25 years of teaching and research experience.

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