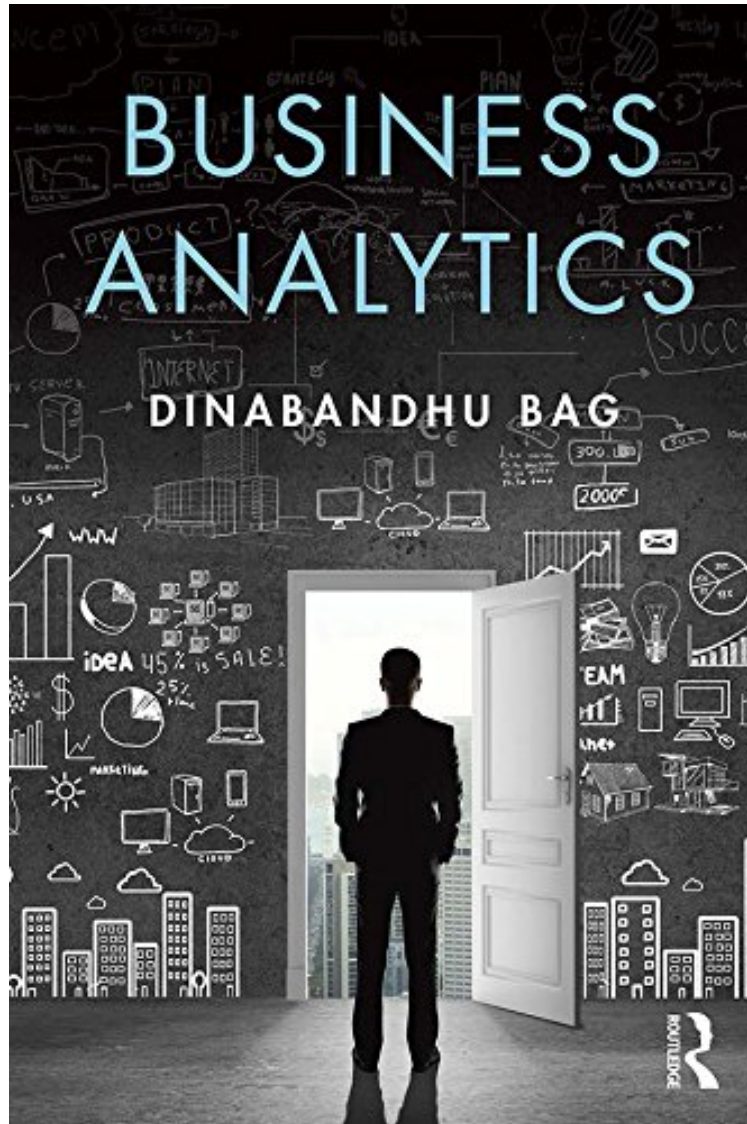


Business Analytics

Dinabandhu Bag

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Dinabandhu Bag : Business Analytics before purchasing it in order to gauge whether or not it would be worth my time, and all praised Business Analytics:

This book provides a first-hand account of business analytics and its implementation, and an account of the brief theoretical framework underpinning each component of business analytics. The themes of the book include (1) learning the contours and boundaries of business analytics which are in scope; (2) understanding the organization

design aspects of an analytical organization; (3) providing knowledge on the domain focus of developing business activities for financial impact in functional analysis; and (4) deriving a whole gamut of business use cases in a variety of situations to apply the techniques. The book gives a complete, insightful understanding of developing and implementing analytical solution.

About the Author Dinabandhu Bag is Associate Professor in Finance at the School of Management, the National Institute of Technology in Rourkela, India. He teaches finance and economics and specializes in risk capital and financial modelling. Dr Bag has over thirteen years of industry experience implementing enterprise analytic applications for banks and financial institutions. He has worked with Oracle Financial Services Software Ltd, Bangalore; Citibank NA Global Decision Management; GE Capital International Services, Bangalore; and the Reserve Bank of India, Mumbai.