



Decision Analytics: Microsoft Excel (Paperback)

By Conrad George Carlberg

Pearson Education (US), United States, 2013. Paperback. Condition: New. Reprint. Language: English . Brand New Book. Crunch Big Data to optimize marketing and more! Overwhelmed by all the Big Data now available to you? Not sure what questions to ask or how to ask them? Using Microsoft Excel and proven decision analytics techniques, you can distill all that data into manageable sets- and use them to optimize a wide variety of business and investment decisions. In Decision Analytics: Microsoft Excel, best selling statistics expert and consultant Conrad Carlberg will show you how- hands-on and step-by-step. Carlberg guides you through using decision analytics to segment customers (or anything else) into sensible and actionable groups and clusters. Next, you ll learn practical ways to optimize a wide spectrum of decisions in business and beyond-from pricing to cross-selling, hiring to investments-even facial recognition software uses the techniques discussed in this book! Through realistic examples, Carlberg helps you understand the techniques and assumptions that underlie decision analytics and use simple Excel charts to intuitively grasp the results. With this foundation in place, you can perform your own analyses in Excel and work with results produced by advanced stats packages such as SAS and SPSS. This book...



READ ONLINE
[5.88 MB]

Reviews

This written book is great. I am quite late in start reading this one, but better then never. You will not really feel monotony at at any moment of your time (that's what catalogues are for about when you check with me).

-- **Abe Reichel DDS**

A new electronic book with a new perspective. Better then never, though i am quite late in start reading this one. Your life period will be change the instant you comprehensive looking at this pdf.

-- **Dr. Constantin Marks II**

See Also



[The Thinking Moms' Revolution: Autism Beyond the Spectrum: Inspiring True Stories from Parents Fighting to Rescue Their Children](#)

Skyhorse Publishing. Paperback. Book Condition: new. BRAND NEW, The Thinking Moms' Revolution: Autism Beyond the Spectrum: Inspiring True Stories from Parents Fighting to Rescue Their Children, Helen Conroy, Lisa Joyce Goes, Robert W. Sears, "The most amazing, inspiring, ball busting, loving bloggers..."



[The Thinking Moms Revolution: Autism Beyond the Spectrum: Inspiring True Stories from Parents Fighting to Rescue Their Children \(Hardback\)](#)

Skyhorse Publishing, United States, 2013. Hardback. Book Condition: New. 231 x 157 mm. Language: English . Brand New Book. The Thinking Moms Revolution (TMR) is a group of twentythree moms (and one awesome dad) from Montana to Malaysia who all have children...



[Games with Books : 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade](#)

Book Condition: Brand New. Book Condition: Brand New.



[Games with Books : Twenty-Eight of the Best Childrens Books and How to Use Them to Help Your Child Learn - from Preschool to Third Grade](#)

Book Condition: Brand New. Book Condition: Brand New.



[Dont Line Their Pockets With Gold Line Your Own A Small How To Book on Living Large](#)

Madelyn DR Books. Paperback. Book Condition: New. Paperback. 106 pages. Dimensions: 9.0in. x 6.0in. x 0.3in.This book is about my cousin, Billy a guy who taught me a lot over the years and who can teach you a lot. Everyone who...



[Your Pregnancy for the Father to Be Everything You Need to Know about Pregnancy Childbirth and Getting Ready for Your New Baby by Judith Schuler and Glade B Curtis 2003 Paperback](#)

Book Condition: Brand New. Book Condition: Brand New.