Business Analytics: An Introduction

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Business Analytics: An Introduction From Auerbach Publications

Together, Big Data, high-performance computing, and complex environments create unprecedented opportunities for organizations to generate game-changing insights that are based on hard data. **Business Analytics: An Introduction** explains how to use business analytics to sort through an ever-increasing amount of data and improve the decision-making capabilities of an organization.

Covering the key areas of business analytics, the book explores the concepts, techniques, applications, and emerging trends that professionals across a wide range of industries need to be aware of. Better detection of fraud through visual analytics or better prediction of the likelihood of someone getting an infection while in the hospital are just a few examples of where analytics can play a positive role.

As the field of business analytics continues to emerge rapidly, there is a need for a reliable textbook and reference on the subject. Filling this need, this book is suitable for graduate-level students and undergraduate seniors. It maintains a focus on only the key areas so the material can be covered adequately in a one-semester or one-quarter course. Each chapter includes software-generic exercises, labs, and associated answers to the exercises/labs.

Author Jay Liebowitz recently had an article published in *The World Financial Review*.

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Editorial Review

About the Author

Jay Liebowitz, D.Sc. is the Orkand Endowed Chair in Management and Technology in the Graduate School at the University of Maryland University College (UMUC). He previously served as a professor in the Carey Business School at Johns Hopkins University. He was ranked one of the top 10 knowledge management researchers/practitioners out of 11,000 worldwide, and was ranked #2 in KM Strategy worldwide according to the January 2010 *Journal of Knowledge Management*.

At Johns Hopkins University, he was the founding program director for the Graduate Certificate in Competitive Intelligence and the capstone director of the MS-Information and Telecommunications Systems for Business Program, where he engaged over 30 organizations in industry, government, and not-for-profits in capstone projects. Prior to joining Hopkins, Dr. Liebowitz was the first knowledge management officer at NASA Goddard Space Flight Center. Before NASA, he was the Robert W. Deutsch Distinguished Professor of Information Systems at the University of Maryland–Baltimore County, Professor of Management Science at George Washington University, and chair of Artificial Intelligence at the U.S. Army War College.

Dr. Liebowitz is the founder and editor-in-chief of *Expert Systems With Applications: An International Journal* (published by Elsevier), a top-tier journal worldwide for OR/MS-related journals, according to the most recent Thomson impact factors. The *ESWA Journal* had 1.8 million articles downloaded worldwide in 2011. Liebowitz is a Fulbright Scholar, IEEE-USA Federal Communications Commission Executive Fellow, and Computer Educator of the Year (International Association for Computer Information Systems). He has published over 40 books and a myriad of journal articles on knowledge management, intelligent systems, and IT management. Dr. Liebowitz's most recent books are *Knowledge Retention: Strategies and Solutions* (Taylor & Francis, 2009), *Knowledge Management in Public Health* (Taylor & Francis, 2010), *Knowledge Management and E-Learning* (Taylor & Francis, 2011), *Beyond Knowledge Management: What Every Leader Should Know* (Taylor & Francis, 2012), and *Knowledge Management Handbook: Collaboration and Social Networking*, 2nd ed. (Taylor & Francis, 2012). His newest book is *Big Data and Business Analytics* (Taylor & Francis). In October 2011, the International Association for Computer Information Systems named the "Jay Liebowitz Outstanding Student Research Award" for the best student research paper at the IACIS Annual Conference. He has lectured and consulted worldwide. Dr. Liebowitz can be reached at jay.liebowitz@umuc.edu.

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