

Business Analytics

From Data to Decision

Presenting and Modeling Business Data is a comprehensive, practical guide on how to develop raw data into valuable structures for business decision-making. The authors are experienced, highly respected educators and practitioners of accounting, law, and analytics. They are acknowledged experts on the role of generative AI in education and assessment. This book emphasizes critical thinking, data quality, the art of storytelling, and compelling presentation skills as essential workplace attributes. Beyond theoretical discourse, dedicated chapters train the reader in using vital software including Solver, Power BI, and regression techniques. Key features include:

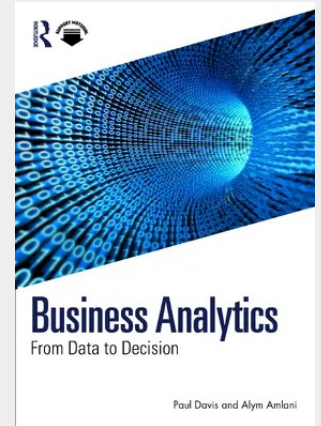
- A step-by-step framework for evaluating, visualizing, and analyzing business data.
- Extensive illustration of common data biases, and errors, and techniques for avoiding them.
- Practical, hands-on guidance on designing effective charts, dashboards, and presentations which really resonate with audiences.
- Instruction on using Excel, Solver, and Power BI for analytics and forecasting.
- A comprehensive start-to finish demonstration of modeling for a complex business.
- Real-world examples drawn from multiple disciplines.
- Multiple choice questions to reinforce key concepts.
- Downloadable datasets, templates, and solutions for hands-on practice.

Although primarily written for undergraduate and graduate business students, this book is also of value to professionals seeking to strengthen their data and communication skills. It forms the bridge from technical competence to clear communication, enabling users to present insights from data in a clear and convincing manner.

Presenting and Modeling Business Data is a comprehensive, practical guide on how to develop raw data into valuable structures for business decision-making. The authors are experienced, highly respected educators and practitioners of accounting, law, and analytics. They are acknowledged experts on the role of generative AI in education and assessment. This book emphasizes critical thinking, data quality, the art of storytelling, and compelling presentation skills as essential workplace attributes. Beyond theoretical discourse, dedicated chapters train the reader in using vital software including Solver, Power BI, and regression techniques. Key features include:

- A step-by-step framework for evaluating, visualizing, and analyzing business data.
- Extensive illustration of common data biases, and errors, and techniques for avoiding them.
- Practical, hands-on guidance on designing effective charts, dashboards, and presentations which really resonate with audiences.
- Instruction on using Excel, Solver, and Power BI for analytics and forecasting.
- A comprehensive start-to finish demonstration of modeling for a complex business.
- Real-world examples drawn from multiple disciplines.
- Multiple choice questions to reinforce key concepts.
- Downloadable datasets, templates, and solutions for hands-on practice.

Although primarily written for undergraduate and graduate business students, this book is also of value to professionals seeking to strengthen their data and communication skills. It forms the bridge from technical competence to clear communication, enabling users to present insights from data in a clear and convincing manner.



62,50 €

62,50 € (zzgl. MwSt.)

vorbestellbar, Erscheinungstermin ca. November 2026

Artikelnummer: 9781041295099

Medium: Buch

ISBN: 978-1-041-29509-9

Verlag: Taylor & Francis Ltd

Erscheinungstermin: 27.11.2026

Sprache(n): Englisch

Auflage: 1. Auflage 2026

Produktform: Kartoniert

Seiten: 526

Format (B x H): 174 x 246 mm

