

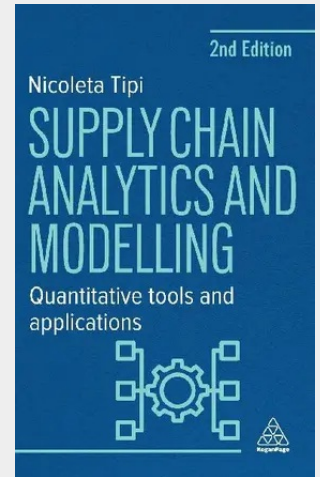
## Supply Chain Analytics and Modelling

Quantitative Tools and Applications

**An incredible volume of data is generated at a very high speed within the supply chain and it is necessary to understand, use and effectively apply the knowledge learned from analyzing data using intelligent business models.**

Practitioners and students in the field of supply chain management face a number of challenges when dealing with business models and mathematical modelling. **Supply Chain Analytics and Modelling** presents a range of business analytics models used within the supply chain to help readers develop knowledge on a variety of topics to overcome common issues. This new edition of **Supply Chain Analytics and Modelling** covers new areas including ongoing technological advancements like digital twins, machine learning, AI and the use of model simulation within the supply chain. Learning is supported by case studies of specialist software packages for each example. Readers are also be provided with a critical view on how supply chain management performance measurement systems have been developed and supported by reliable and accurate data available in the supply chain. Online resources include lecturer slides and solved examples.

A comprehensive guide for analysing, interpreting and improving supply chain systems through data. Supply Chain Analytics and Modelling by Nicoleta Tipi provides MSc students and supply chain professionals with a practical and structured introduction to the analytical tools and business models used across modern logistics and operations environments. The fully updated, latest edition of this core resource helps readers make sense of complex supply chain data and build the modelling skills needed to improve performance, resilience and decision-making. Beginning with the foundations of analytics and business modelling, the textbook guides students and professionals through increasingly advanced techniques, from simulation and optimization to machine learning, AI and digital twins. It shows how to critically evaluate supply chain performance using accurate data, and how to apply model outputs to solve real-world problems. Throughout, readers will gain the tools to manage data complexity, assess risk and apply intelligent models to support effective decision-making. To support academic study and independent learning, this edition includes: - A wide range of modelling approaches, from descriptive to predictive analytics - New content on digital twins, machine learning, AI and simulation tools - Analysis of supply chain performance measurement and data reliability - Real-world examples that connect theory to logistics and operations practice - Online resources including lecturer slides and solved model examples Supply Chain Analytics and Modelling equips students and practitioners with the analytical confidence and technical fluency to interpret, model and manage today's data-intensive supply chain systems.



**110,70 €**

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