

Data Science and Analytics for SMEs

Consulting, Tools, Practical Use Cases

Master the tricks and techniques of business analytics consulting, specifically applicable to small-to-medium businesses (SMEs). Written to help you hone your business analytics skills, this book applies data science techniques to help solve problems and improve upon many aspects of a business' operations.

SMEs are looking for ways to use data science and analytics, and this need is becoming increasingly pressing with the ongoing digital revolution. The topics covered in the books will help to provide the knowledge leverage needed for implementing data science in small business. The demand of small business for data analytics are in conjunction with the growing number of freelance data science consulting opportunities; hence this book will provide insight on how to navigate this new terrain.

This book uses a do-it-yourself approach to analytics and introduces tools that are easily available online and are non-programming based. Data science will allow SMEs to understand their customer loyalty, market segmentation, sales and revenue increase etc. more clearly. *Data Science and Analytics for SMEs* is particularly focused on small businesses and explores the analytics and data that can help them succeed further in their business.

What You'll Learn

- Create and measure the success of their analytics project
- Start your business analytics consulting career
- Use solutions taught in the book in practical uses cases and problems

Who This Book Is For Business analytics enthusiasts who are not particularly programming inclined, small business owners and data science consultants, data science and business students, and SME (small-to-medium enterprise) analysts

Master the tricks and techniques of business analytics consulting, specifically applicable to small-to-medium businesses (SMEs). Written to help you hone your business analytics skills, this book applies data science techniques to help solve problems and improve upon many aspects of a business' operations.

SMEs are looking for ways to use data science and analytics, and this need is becoming increasingly pressing with the ongoing digital revolution. The topics covered in the books will help to provide the knowledge leverage needed for implementing data science in small business. The demand of small business for data analytics are in conjunction with the growing number of freelance data science consulting opportunities; hence this book will provide insight on how to navigate this new terrain.

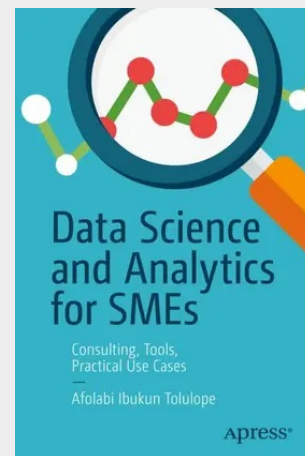
This book uses a do-it-yourself approach to analytics and introduces tools that are easily available online and are non-programming based. Data science will allow SMEs to understand their customer loyalty, market segmentation, sales and revenue increase etc. more clearly. *Data Science and Analytics for SMEs* is particularly focused on small businesses and explores the analytics and data that can help them succeed further in their business.

What You'll Learn

Create and measure the success of their analytics project
Start your business analytics consulting career
Use solutions taught in the book in practical uses cases and problems

Who This Book Is For

Business analytics enthusiasts who are not particularly programming inclined, small business owners and data science consultants, data science and business students, and SME (small-to-medium enterprise) analysts



48,14 €

44,99 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781484286692

Medium: Buch

ISBN: 978-1-4842-8669-2

Verlag: Apress

Erscheinungstermin: 29.09.2022

Sprache(n): Englisch

Auflage: 1. Auflage 2022

Produktform: Kartoniert

Gewicht: 540 g

Seiten: 335

Format (B x H): 155 x 235 mm

