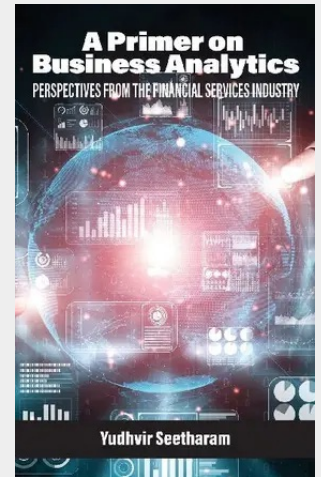


A Primer on Business Analytics

This book will provide a comprehensive overview of business analytics, for those who have either a technical background (quantitative methods) or a practitioner business background. Business analytics, in the context of the 4th Industrial Revolution, is the "new normal" for businesses that operate in this digital age. This book provides a comprehensive primer and overview of the field (and related fields such as Business Intelligence and Data Science). It will discuss the field as it applies to financial institutions, with some minor departures to other industries. Readers will gain understanding and insight into the field of data science, including traditional as well as emerging techniques. Further, many chapters are dedicated to the establishment of a data-driven team – from executive buy-in and corporate governance to managing and quantifying the return of data-driven projects.

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