

AI Assisted Business Analytics

Techniques for Reshaping Competitiveness

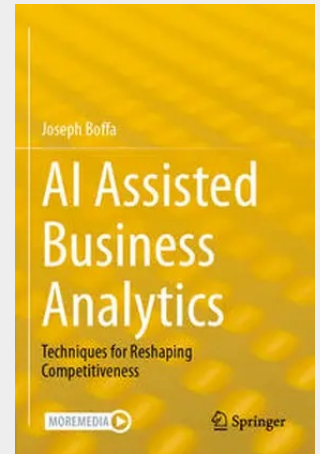
This book explains the primary path to success, using software designed to sample and analyze cashflow and then link that analysis, with forecasting and market research. The case study will start with a small business income statement indicating a cashflow problem. The analysis that follows will be a comprehensive statistical approach of fiscal management.

The case study will provide an overview of the total process of controlling and analyzing cashflow. Business prosperity depends on:

- 1- Staying in touch with cashflow by means of regular statistical audits
- 2- Transition to statistical methods for forecasting future cashflow
- 3- Link cashflow with customer perception and satisfaction

The book is intended for courses with prerequisites that the student has a knowledge of accounting and is comfortable in using Excel. It uses professional Excel with its Analytics Toolkit. Complete knowledge of the Toolkit is not a prerequisite since the book will adequately cover the relevant analytic tools. There is no need for separate statistical software such as SPSS or SAS. The book is intended for intermediate/advanced college level courses in business financial methods and control.

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