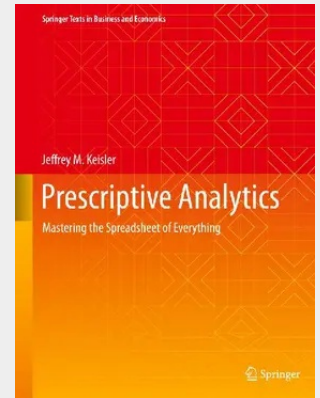


Prescriptive Analytics

Mastering the Spreadsheet of Everything

This book combines the quantitative decision-informing techniques of management science and operations research with the data-centric techniques found throughout the world of analytics. The material uses only standard Excel spreadsheet features and functions for creating models. Using a step-by-step approach, readers learn a unified architecture for sensitivity, scenario, simulation, decision, and optimization analysis. Spreadsheets with numerous screenshots support visual, hands-on learning (and provide some surprising innovations). Special influence diagrams and non-intimidating but accurate terminology help explain the logic of the models and calculations. Well-structured chapters include guideposts, enrichment, and curated links to valuable external resources. Readers are encouraged to own their learning and think about future trajectories for themselves and the field. This book helps all readers quickly learn tools and concepts to use right away and to expand throughout a career. The book includes access to a companion website featuring workbooks and other valuable materials to support learning.

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