

Behind Every Good Decision How Anyone Can Use Business Analytics To Turn Data Into Profitable Insight

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In Behind Every Good Decision, they demonstrate how you can leverage the data you've got to generate valuable insights and drive countless smart business decisions. Best of all, the techniques for solving 80 percent of all business problems can be solved by any professional using only a Microsoft Excel spreadsheet!--and the authors show you how.

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But actually, nothing could be further from the truth.In Behind Every Good Decision, authors and analytics experts Piyanka Jain and Puneet Sharma demystify the process of business analytics and demonstrate how professionals at any level can take the information at their disposal and in only five simple steps—using only Excel as a tool!—make the decision necessary to increase revenue, decrease costs, improve product, or whatever else is being asked of them at that time.

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In Behind Every Good Decision, authors and analytics experts Piyanka Jain and Puneet Sharma demonstrate how professionals at any level can take. There is a costly misconception in business today--that the only data that matters is BIG data, and that complex tools and data scientists are required to extract any practical information.

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And who doesn't want to do that?. Business analytics isn't rocket science--it's a simple problem-solving tool that can help companies increase revenue, decrease costs, improve products, and delight customers.

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Much of the derision was tied to in-game decision-making and a reputation that the Cowboys were risk-averse on offense. Also: In nine years, Garrett won two playoff games.

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