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Spreadsheet Modeling and Decision Analysis

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A PRACTICAL INTRODUCTION TO
BUSINESS ANALYTICS

Cliff T. Ragsdale

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Jianjun Gao



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Spreadsheet Modeling & Decision Analysis Cliff T. Ragsdale,2004

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Excel Data Analysis Hector Guerrero,2010-03-10 Why does the World Need Excel Data Analysis

Modeling and Simulation When spreadsheets first became widely available in the early 1980s it spawned a revolution in teaching. What previously could only be done with arcane software and large scale computing was now available to the common man on a desktop. Also before spreadsheets most substantial analytical work was done outside the classroom where the tools were spreadsheets and personal computers moved the work into the classroom. Not only did it change how the analysis curriculum was taught but it also empowered students to venture out on their own to explore new ways to use the tools. I can't tell you how many phone calls of face visits and or emails I have received in my teaching career from ecstatic students crowing about what they have just done with a spreadsheet model. I have been teaching courses related to spreadsheet based analysis and modeling for about 25 years and I have watched and participated in the spreadsheet revolution.

Spreadsheet Modeling and Decision Analysis Cliff T. Ragsdale, 2003

Handbook of Decision Analysis Gregory S. Parnell, Terry A. Bresnick, Eric R. Johnson, Steven N. Tani, Eric Specking, 2025-04-24

Qualitative and quantitative techniques to apply decision analysis to real world decision problems supported by sound mathematics best practices soft skills and more. With substantive illustrations based on the authors personal experiences throughout. Handbook of Decision Analysis describes the philosophy knowledge science and art of decision analysis. Key insights from decision analysis applications and behavioral decision analysis research are presented and numerous decision analysis textbooks technical books and research papers are referenced for comprehensive coverage. This book does not introduce new decision analysis mathematical theory but rather ensures the reader can understand and use the most common mathematics and best practices allowing them to apply rigorous decision analysis with confidence. The material is supported by examples and solution steps using Microsoft Excel and includes many challenging real world problems. Given the increase in the availability of data due to the development of products that deliver huge amounts of data and the development of data science techniques and academic programs a new theme of this Second Edition is the use of decision analysis techniques with big data and data analytics. Written by a team of highly qualified professionals and academics. Handbook of Decision Analysis includes information on Behavioral decision making insights decision framing opportunities collaboration with stakeholders information assessment and decision analysis modeling techniques. Principles of value creation through designing alternatives clear value risk tradeoffs and decision implementation. Qualitative and quantitative techniques for each key decision analysis task as opposed to presenting one technique for all decisions. Stakeholder analysis decision hierarchies and influence diagrams to frame descriptive predictive and prescriptive analytics decision problems to ensure implementation success. Handbook of Decision Analysis is a highly valuable textbook reference and or refresher for students and decision professionals in business management science engineering engineering management operations management mathematics and statistics who want to increase the breadth and depth of their technical and soft skills for success when faced with a professional or personal decision.

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