Applying Predictive Analytics Within the Service Sector

Part of the Advances in Business Information Systems and Analytics Book Series

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Description:

Value creation is a prime concern for any contemporary business. This can be accomplished through the incorporation of various techniques and processes, such as the integration of analytics to improve business functions.

Applying Predictive Analytics within the Service Sector is a pivotal reference source for the latest innovative perspectives on the incorporation of analysis techniques to enhance business performance. Examines a wide range of relevant topics, such as alternative clustering, recommender systems, and social media tools.

Readers:

This book is ideally designed for researchers, academics, students, professionals, and practitioners seeking scholarly material on business improvement in the service industry.


Topics Covered:

- Alternative Clustering
- Artificial Neural Networks
- Customer Service
- Demand Chain Management
- Recommender Systems
- Social Media Tools
- Text Mining

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