

# Data-Driven Approaches for Effective Managerial Decision Making

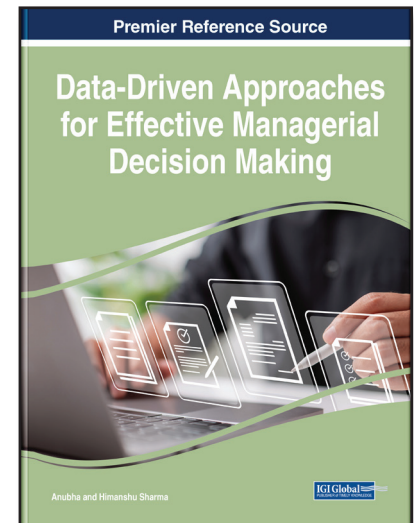
Part of the Advances in Business Information Systems and Analytics Book Series

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## Description:

In today's competitive market, a manager must be able to look at data, understand it, analyze it, and then interpret it to design a smart business strategy. Big data is also a valuable source of information on how customers interact with firms through various mediums such as social media platforms, online reviews, and many more. The applications and uses of business analytics are numerous and must be further studied to ensure they are utilized appropriately.

**Data-Driven Approaches for Effective Managerial Decision Making** investigates management concepts and applications using data analytics and outlines future research directions. The book also addresses contemporary advancements and innovations in the field of management. Covering key topics such as big data, business intelligence, and artificial intelligence, this reference work is ideal for managers, business owners, industry professionals, researchers, scholars, academicians, practitioners, instructors, and students.



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## Topics Covered:

Artificial Intelligence  
Big Data  
Business Analytics  
Business Intelligence  
Competitive Advantage

Data Analytics  
Decision Making  
Marketing  
Online Shopping  
Uncertainty

**Subject:** Business and Management

**Classification:** Edited Reference

**Readership Level:** Advanced-Academic Level  
(Research Recommended)

**Research Suitable for:** Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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