



Spreadsheet Modeling & Decision Analysis: A Practical Introduction to Business Analytics

By Ragsdale, Cliff

Condition: New. Publisher/Verlag: Cengage Learning EMEA | A Practical Introduction to Business Analytics | Valuable software, realistic examples, clear writing, and fascinating topics help you master key spreadsheet and business analytics skills with SPREADSHEET MODELING AND DECISION ANALYSIS, 8E. You'll find everything you need to become proficient in today's most widely used business analytics techniques using Microsoft® Office Excel® 2016. Author Cliff Ragsdale - respected innovator in business analytics -- guides you through the skills you need, using the latest Excel® for Windows. You gain the confidence to apply what you learn to real business situations with step-by-step instructions and annotated screen images that make examples easy to follow. The World of Management Science sections further demonstrates how each topic applies to a real company. Each new edition includes extended trial licenses for Analytic Solver Platform and XLMiner with powerful simulation and optimization tools for descriptive and prescriptive analytics and a full suite of tools for data mining in Excel. | 1. Introduction to Modeling and Decision Analysis. 2. Introduction to Optimization and Linear Programming. 3. Modeling and Solving LP Problems in a Spreadsheet. 4. Sensitivity Analysis and the Simplex Method. 5. Network Modeling. 6. Integer Linear Programming. 7. Goal Programming and Multiple Objective Optimization. 8. Nonlinear Programming...



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