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Introduction to Business Analytics Using Simulation Models

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Introduction to Business Analytics Using Simulation Models introduces the fundamental principle of business analytics and data science: APPLIED PROBABILITY. Because probability is extremely counter-intuitive, the book makes extensive use of simulation models to provide students with experiential learning to develop a deep and true understanding of how uncertainty and decision-making work. This book helps you understand the foundation of data science techniques in use today. Based on an MBA course Jon has taught at Wake Forest University over the past 25 years, Introduction to Business Analytics Using Simulation Models provides examples of real-world business problems to illustrate these principles. You'll learn how to think about the uncertain future and create data-science probability models for business decision-making.

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