Business Intelligence, Analytics, and Data Science

A Managerial Perspective

Ramesh Sharda • Dursun Delen • Efraim Turban

Pearson

FOURTH EDITION
GLOBAL EDITION

BUSINESS INTELLIGENCE, ANALYTICS, AND DATA SCIENCE:

A Managerial Perspective

Ramesh Sharda
Oklahoma State University

Dursun Delen
Oklahoma State University

Efraim Turban
University of Hawaii

With contributions to previous editions by

J. E. Aronson
The University of Georgia

Ting-Peng Liang
National Sun Yat-sen University

David King
JDA Software Group, Inc.

Pearson

Business Intelligence: A Managerial Approach, Global Edition

Table of Contents

Table of Contents

Table of Contents

Pearson

Table of Contents

Table of Contents

Pearson

Table of Contents

Table of Contents

Table of Contents

Table of Contents

Table of Contents

Table of Contents

Table of Contents

Table of Contents

Table of Contents

Table of Contents

Pearson

Table of Contents

Pearson