

OPTIMUM USE OF INFORMAL METHODS FOR BUSINESS ANALYTICS

Dr. Shubhangi Bhatambrekar¹, Meenal Jabde², Savita Mohurle³

*^{1,2,3}Department of Computer Science, Modern College, Pune 411016,
University of Pune, India.*

Abstract: Business Analytics (BA) is specified domain that has been growing at an annual rate of about 30 per cent. Analytics include complex statistical analysis, computational modelling and data mining. Business analytics is the practice of iterative, methodical exploration of an organization's data with emphasis on statistical analysis. The domain encompasses enterprise decision management, predictive science, strategy science, fraud analysis, credit risk analysis, marketing analysis and so on. Successful business analytics

I. INTRODUCTION

Business analytics (BA) is the practice of iterative methodical exploration of an organization's data with emphasis on statistical analysis. BA is used to gain insights that inform business decisions and can be used to automate and optimize business processes. The immediate objective is to know more methodologies about how a business analysis can be incorporated



PISER Journal
ISSN 2347-6680 (E)

Progress in Science and Engineering Research Journal

<http://piserjournal.org/>

PISER Journal / PISER 13/Volume.02/Issue: 03/06, May-June

May 2014

Certificate

This is to certify that Ms. Shubhangi Bhatambrekar, Ms. Meenal Jabde and Ms. Savita Mohurle has published a paper titled, "Optimum use of Informal Methods for Business Analytics" in PISER Journal, ISSN 2347-6680(E), PISER 13, Volume.02, Issue: 03/06, May-June, May 2014. PISER Journal is an open access International Journal that publishes their issues bimonthly.

This paper can be downloaded from PISER Journal official website or from Google scholar.

PISER Journal Team wishes a bright future to author(s).

*Editor-in-Chief
PISER Journal*

Web: <http://piserjournal.org/>

Email: editor@piserjournal.org