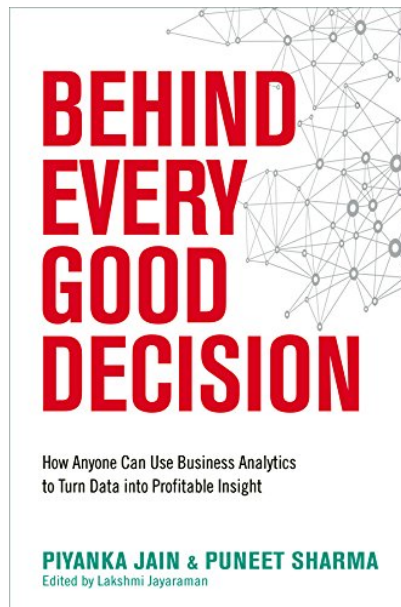# FREE Behind Every Good Decision: How Anyone Can Use Business Analytics to Turn Data into Profitable Insight PDF

FREE Behind Every Good Decision: How Anyone Can Use Business Analytics to Turn Data into Profitable Insight by *by By Piyanka Jain, Puneet Sharma*

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There is a costly misconception in business today--that the only data that matters is BIG data, and that complex tools and data scientists are required to extract any practical information. Nothing could be further from the truth.

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