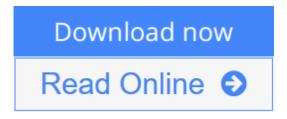# Essentials of Business Analytics

By Jeffrey D. Camm, James J. Cochran, Michael J. Fry, Jeffrey W. Ohlmann, David R. Anderson

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This book provides coverage over the full range of analytics--descriptive, predictive, prescriptive--not covered by any other single book. It includes step-by-step instructions to help students learn how to use Excel and powerful but easy to use Excel add-ons such as XL Miner for data mining and Analytic Solver Platform for optimization and simulation.

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Editorial Review

About the Author
Jeffrey D. Camm is the Inmar Presidential Chair and Associate Dean of Analytics in the School of Business at Wake Forest University. Born in Cincinnati, Ohio, he holds a B.S. from Xavier University in Ohio, and a Ph.D. from Clemson University. Prior to joining the faculty at Wake Forest, he served on the faculty of the University of Cincinnati. He has also been a visiting scholar at Stanford University and a visiting professor of business administration at the Tuck School of Business at Dartmouth College. Dr. Camm has published more than 30 papers in the general area of optimization applied to problems in operations management and marketing. He has published his research in Science, Management Science, Operations Research, Interfaces, and other professional journals. Dr. Camm was named the Dornoff Fellow of Teaching Excellence at the University of Cincinnati and he was the 2006 recipient of the INFORMS Prize for the Teaching of Operations Research Practice. A firm believer in practicing what he preaches, he has served as an operations research consultant to numerous companies and government agencies. From 2005 to 2010 he served as editor-in-chief of Interfaces and has also served on the editorial board of INFORMS Transactions on Education.

James J. Cochran is Professor of Applied Statistics and the Rogers-Spivey Faculty Fellow at the University of Alabama. Born in Dayton, Ohio, he earned his B.S., M.S., and M.B.A. degrees from Wright State University and a Ph.D. from the University of Cincinnati. He has been at the University of Alabama since 2014 and has been a visiting scholar at Stanford University, Universidad de Talca, the University of South Africa and Pole Universitaire Leonard de Vinci.

Dr. Michael J. Fry is Associate Professor and Lindner Research Fellow in the Department of Operations, Business Analytics, and Information Systems in the Carl H. Lindner College of Business at the University of Cincinnati, where he also serves as Assistant Director for the Center for Business Analytics. At the University of Cincinnati since 2002, he has been a visiting professor at the Samuel Curtis Johnson Graduate School of Management at Cornell University and the Sauder School of Business at the University of British Columbia. Dr. Fry has published more than twenty research publications in such journals as OPERATIONS RESEARCH, M&SOM, TRANSPORTATION SCIENCE, NAVAL RESEARCH LOGISTICS, IIE TRANSACTIONS, and INTERFACES. His research interests include applying management science methods to the areas of supply chain analytics, sports analytics, and public policy operations. He has worked with many different organizations for his research, Including Dell, Inc., Copeland Corporation, Starbucks Coffee Company, The Cincinnati Fire Department, the State of Ohio Election Commission, the Cincinnati Bengals, and the Cincinnati Zoo and Botanical Gardens. Professor Fry's teaching awards include the 2013 Michael L. Dean Excellence in Graduate Teaching Award and the 2006 Daniel J. Westerbeck Junior Faculty Teaching Award. Born in Killeen, Texas, he earned a B.S. from Texas A&M University, and M.S.E. and Ph.D. degrees from the University of Michigan.

Jeffrey W. Ohlmann is Associate Professor of Management Sciences in the Tippie College of Business at the University of Iowa, where he has been since 2003. Professor Ohlmann's research on the modeling and solution of decision-making problems has produced more than a dozen research papers in such journals as MATHEMATICS OF OPERATIONS RESEARCH, INFORMS JOURNAL ON COMPUTING, TRANSPORTATION SCIENCE, and INTERFACES. He has collaborated with companies such as Transfreight, LeanCor, Cargill, the Hamilton County Board of Elections and the Cincinnati Bengals. Due to the relevance of his work to industry, he received the George B. Dantzig Dissertation Award and was

recognized as a finalist for the Daniel H. Wagner Prize for Excellence in Operations Research Practice. Born in Valentine, Nebraska, he earned a BS from the University of Nebraska and MS and PhD degrees from the University of Michigan.

Dr. David R. Anderson is a textbook author and Professor Emeritus of Quantitative Analysis in the College of Business Administration at the University of Cincinnati. He has served as head of the Department of Quantitative Analysis and Operations Management and as Associate Dean of the College of Business Administration. He was also coordinator of the College's first Executive Program. In addition to introductory statistics for business students, Dr. Anderson has taught graduate-level courses in regression analysis, multivariate analysis, and management science. He also has taught statistical courses at the Department of Labor in Washington, D.C. Professor Anderson has received numerous honors for excellence in teaching and service to student organizations. He is the coauthor of ten textbooks related to decision sciences and actively consults with businesses in the areas of sampling and statistical methods. Born in Grand Forks, North Dakota, he earned his BS, MS, and PhD degrees from Purdue University.

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