Global Business Analytics Models: Concepts and Applications in Predictive, Healthcare, Supply Chain, and Finance Analytics (FT Press Analytics)

By Hokey Min

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THE COMPLETE GUIDE TO USING ANALYTICS TO MANAGE RISK AND UNCERTAINTY IN COMPLEX GLOBAL BUSINESS ENVIRONMENTS Practical techniques for developing reliable, actionable intelligence–and using it to craft strategy Analytical opportunities to solve key managerial problems in global enterprises Written for working managers: packed with realistic, useful examples This guide helps global managers use modern analytics to gain reliable, actionable, and timely business intelligence–and use it to manage risk, build winning strategies, and solve urgent problems. Dr. Hokey Min offers a practical, easy-to-understand overview of business analytics in a global context, focusing especially on managerial and strategic implications. After demystifying today's core quantitative tools, he demonstrates them at work in a wide spectrum of global applications. You'll build models to help segment global markets, forecast demand, assess risk, plan financing, optimize supply chains, and more. Along the way, you'll find practical guidance for developing analytic thinking, operationalizing Big Data in global environments, and preparing for future analytical innovations. Whether you're a global executive, strategist, analyst, marketer, supply chain professional, student or researcher, this book will help you drive real value from analytics–in smarter decisions, improved strategy, and better management. In today's global business environments characterized by growing complexity, volatility, and uncertainty, business analytics has become an indispensable tool for managing these challenges. Specifically, global managers need analytics expertise to solve problems, identify opportunities, shape strategy, mitigate risk, and improve their day-to-day operational efficiency. Now, for the first time, there's an analytics guide designed specifically for decision-makers in global organizations. Leveraging his experience teaching a number of students and training hundreds of managers and executives, Dr. Hokey Min demystifies the principles and tools of modern business analytics, and demonstrates their real-world use in global business. First, Dr. Min identifies key success factors and mindsets, helping you establish the preconditions for effective analysis. Next, he walks you through the practicalities of collecting, organizing, and analyzing Big Data, and developing models to transform them into actionable insight. Building on these foundations, he illustrates core analytical applications in finance, healthcare, and global supply chains. He concludes by previewing emerging trends in analytics, including the

newest tools for automated decision-making. Compare today's key quantitative tools Stats, data mining, OR, and simulation: how they work, when to use them Get the right data… …and get the data right Predict the future… …and sense its arrival sooner than others can Implement high-value analytics applications… …in finance, supply chains, healthcare, and beyond

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Editorial Review

About the Author

Dr. Hokey Min is James R. Good Chair in Global Supply Chain Strategy in the Department of Management at Bowling Green State University. He was Professor of Supply Chain Management, Distinguished University Scholar, and Founding Executive Director of the Logistics and Distribution Institute (LoDI), the UPS Center for World-Wide Supply Chain Management, and the Center for Supply Chain Workforce Development at the University of Louisville. He earned his Ph.D. degree in Management Sciences and Logistics from the Ohio State University. His expertise includes global logistics strategy, healthcare supply chains, closed-loop supply chains, e-synchronized supply chains, service benchmarking, and supply chain modeling. He has published more than 175 scholarly articles in various refereed journals, including *European Journal of Operational Research, Journal of Business Logistics, International Journal of Physical Distribution and Logistics Management, Journal of Supply Chain Management, Supply Chain Management: An International Journal, Journal of the Operational Research Society, International Journal of Production Research, International Journal of Production Economics, Transportation Journal,* and *Transportation Research.* He recently authored two books: one titled *Healthcare Supply Chain Management: Basic Concept and Principles*, and another titled *The Essentials of Supply Chain Management: New Business Concepts and Applications*. He has also engaged in numerous consulting projects with more than 50 organizations, including UPS, Brown-Forman Beverage World-Wide, Syntel Inc., Calphalon, Nationwide Insurance, National Tobacco Company, Time-It Transportation, Pegasus Transportation Inc., Usher Transport Inc., Nagle Trucking, Houston-Johnson Inc., Master Halco, Briggs and Stratten, WestPoint Stevens, ScanSteel Inc., Dixie Warehouse Services, GenLyte Thomas Industries, Owens Corning, Buckeye Cable Systems, Andersons Inc., BioFit, Kentucky Motor Transport Association, Korea Maritime Institute (KMI), Korea Ocean Research Development Institute (KORDI), the Korea Research Institute of Ships & Ocean Engineering (KRISO), and the Chinese Rural Energy & Environment Agency.

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