



Applied Big Data Analytics in Operations Management (Advances in Business Information Systems and Analytics)

Manish Kumar

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Operations management is a tool by which companies can effectively meet customers needs using the least amount of resources necessary. With the emergence of sensors and smart metering, big data is becoming an intrinsic part of modern operations management.

Applied Big Data Analytics in Operations Management enumerates the challenges and creative solutions and tools to apply when using big data in operations management. Outlining revolutionary concepts and applications that help businesses predict customer behavior along with applications of artificial neural networks, predictive analytics, and opinion mining on business management, this comprehensive publication is ideal for IT professionals, software engineers, business professionals, managers, and students of management.

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