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About the Book

This Book with the title 'Business Analytics' is created to offer you a comprehensive guide to the realm of business analytics, this book aims to furnish you with the fundamental expertise and resources required to adeptly traverse the realm of datacentric decision-making. The five chapters' of this book was written in an easily digestible and reproducible format with required information. An effort has been made to present the book in this form and if it proves helpful to the students, we shall consider my effort has been amply rewarded.

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