Introduction to Business Analytics Using Simulation Models

Dr Jonathan P Pinder PhD

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Introduction to Business Analytics Using Simulation Models introduces the fundamental principle of
business analytics and data science: APPLIED PROBABILITY. Because probability is extremely counter-
intuitive, the book makes extensive use of simulation models to provide students with experiential learning
to develop a deep and true understanding of how uncertainty and decision-making work. This book helps you
understand the foundation of data science techniques in use today. Based on an MBA course Jon has taught
at Wake Forest University over the past 25 years, Introduction to Business Analytics Using Simulation
Models provides examples of real-world business problems to illustrate these principles. You'll learn how to
think about the uncertain future and create data-science probability models for business decision-making.

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