

International Series in  
Operations Research & Management Science

Bhimasankaram Pochiraju  
Sridhar Seshadri *Editors*

# Essentials of Business Analytics

An Introduction to the Methodology  
and its Applications



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Bhimasankaram Pochiraju • Sridhar Seshadri  
Editors

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and its Applications

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*Professor Bhimasankaram: With the divine blessings of Bhagawan Sri Sri Sri Satya Sai Baba, I dedicate this book to my parents—Sri Pochiraju Rama Rao and Smt. Venkata Ratnamma.*

*Sridhar Seshadri: I dedicate this book to the memory of my parents, Smt. Ranganayaki and Sri Desikachari Seshadri, my father-in-law, Sri Kalyana Srinivasan Ayodhyanath, and my dear friend, collaborator and advisor, Professor Bhimasankaram.*

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