

# Behind Every Good Decision: How Anyone Can Use Business Analytics To Turn Data Into Profitable Insight By Piyanka Jain;Puneet Sharma

By Piyanka Jain;Puneet Sharma

Chicago, Mrinalini Lakshminarayanan, Feb 6, 2015. Behind every good decision is good data. How do you know that you have good data? Is the data that you have good enough?

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