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How Does Leveraging Data Help Serve Members?
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Five ways HR can better leverage people analytics
Leveraging data to inform direct marketing campaigns (both direct mail and digital) is more important than ever, and savvy marketers are using advanced analytics to target audience segments right down ...

Why Leveraging Data is Key to Driving Direct Marketing ROI
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The North Central Massachusetts Chamber of Commerce released the first Regional Economic Development Plan in 25 years on Monday outlining an extensive economic development strategy focused on unifying ...

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The report analysis also helps to achieve competitive leverage, by acquiring and preserving the global ... The report aims to provide an additional illustration of the latest scenario, economic ...

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Menstrual Cups Market Size, Growth Opportunities, Strategy Analysis, Product Portfolio, Key Players -Lunette Menstrual Cup, The Keeper Inc.
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Global Pneumatic Seal Market 2021 Strategic Market Growth, Key Manufacturers and Industry Demand Analysis to 2026
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How to Deploy and Scale AI Analytics Across Your Enterprise
*The GVV partnership marks a continuation of our strategy to enable manufacturers to generate, capture and leverage their process analytics knowledge in new and unique ways that ultimately best ...

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Sri Manchala, the Chairman and CEO of Trianz \u2013 a global digital transformation consulting and technology services firm \u2013 has been recognized among the " Most Inspiring CEOs of 2021 " by The Economic ...

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These companies like Spacelens are leveraging blockchain technology to ... Benzinga's Cryptocurrency market coverage, in-depth coin analysis, data, and reporting.

Spacelens: Leveraging Blockchain In E-Commerce
The latest economic analysis for the country says the COVID ... mobilize humanitarian support to prevent increasing fragility and leverage private financing where possible to stimulate growth ...

Zimbabwe Economic Update: COVID-19 Further Complicates Zimbabwe's Economic and Social Conditions Latest Issue: June 2021, Issue 3
Rounding out mid-June will be a mix of economic reports and earnings. Plenty of manufacturing data will be highlighted this week, as well as housing. Wednesday will bring announcements from the ...

Freemium Economics presents a practical, instructive approach to successfully implementing the freemium model into your software products by building analytics into product design from the earliest stages of development. Your freemium product generates vast volumes of data, but using that data to maximize conversion, boost retention, and deliver revenue can be challenging if you don't fully understand the impact that small changes can have on revenue. In this book, author Eric Seufert provides clear guidelines for using data and analytics through all stages of development to optimize your implementation of the freemium model. Freemium Economics de-mystifies the freemium model through an exploration of its core, data-oriented tenets, so that you can apply it methodically rather than hoping that conversion and revenue will naturally follow product launch. By reading Freemium Economics, you will: Learn how to apply data science and big data principles in freemium product design and development to maximize conversion, boost retention, and deliver revenue Gain a broad introduction to the conceptual economic pillars of freemium and a complete understanding of the unique approaches needed to acquire users and convert them from free to paying customers Get practical tips and analytical guidance to successfully implement the freemium model Understand the metrics and infrastructure required to measure the success of a freemium product and improve it post-launch Includes a detailed explanation of the lifetime customer value (LCV) calculation and step-by-step instructions for implementing key performance indicators in a simple, universally-accessible tool like Excel

Drive maximum business value from digital analytics, web analytics, site analytics, and business intelligence! In Building a Digital Analytics Organization, pioneering expert Judah Phillips thoroughly explains digital analytics to business practitioners, and presents best practices for using it to reduce costs and increase profitable revenue throughout the business. Phillips covers everything from making the business case through defining and executing strategy, and shows how to successfully integrate analytical processes, technology, and people in all aspects of operations. This unbiased and product-independent guide is replete with examples, many based on the author's own extensive experience. Coverage includes: key concepts; focusing initiatives and strategy on business value, not technology; building an effective analytics organization; choosing the right tools (and understanding their limitations); creating processes and managing data; analyzing paid, owned, and earned digital media; performing competitive and qualitative analyses; optimizing and testing sites; implementing integrated multichannel digital analytics; targeting consumers; automating marketing processes; and preparing for the revolutionary (analytical) economy. For all business practitioners interested in analytics and business intelligence in all areas of the organization.

Education is the key to economic, social and environmental progress, and governments around the world are looking to improve their education systems.

Discrete-valued time series are common in practice, but methods for their analysis are not well-known. In recent years, methods have been developed which are specifically designed for the analysis of discrete-valued time series. Hidden Markov and Other Models for Discrete-Valued Time Series introduces a new, versatile, and computationally tractable class of models, the "hidden Markov" models. It presents a detailed account of these models, then applies them to data from a wide range of diverse subject areas, including medicine, climatology, and geophysics. This book will be invaluable to researchers and postgraduate and senior undergraduate students in statistics. Researchers and applied statisticians who analyze time series data in medicine, animal behavior, hydrology, and sociology will also find this information useful.

The Sixth Edition of Robert K. Yin's bestseller provides a complete portal to the world of case study research. Offering comprehensive coverage of the design and use of the case study method in addition to an integration of applications, the book gives readers access to exemplary case studies drawn from a wide variety of academic and applied fields. The integration of applications will enable users to see more directly how concrete case studies can implement the principles of case study research methods.

As the Web grows and expands into ever more remote parts of the world, the availability of resources over the Internet increases exponentially. Making use of this widely prevalent tool, organizations and individuals can share and store knowledge like never before. Cloud Technology: Concepts, Methodologies, Tools, and Applications investigates the latest research in the ubiquitous Web, exploring the use of applications and software that make use of the Internet's anytime, anywhere availability. By bringing together research and ideas from across the globe, this publication will be of use to computer engineers, software developers, and end users in business, education, medicine, and more.

This book outlines the background and overall vision for the Internet of Things (IoT) and Machine-to-Machine (M2M) communications and services, including major standards. Key technologies are described, and include everything from physical instrumentation of devices to the cloud infrastructures used to collect data. Also included is how to derive information and knowledge, and how to integrate it into enterprise processes, as well as system architectures and regulatory requirements. Real-world service use case studies provide the hands-on knowledge needed to successfully develop and implement M2M and IoT technologies sustainably and profitably. Finally, the future vision for M2M technologies is described, including prospective changes in relevant standards. This book is written by experts in the technology and business aspects of Machine-to-Machine and Internet of Things, and who have experience in implementing solutions. Standards included: ETSI M2M, IEEE 802.15.4, 3GPP (GPRS, 3G, 4G), Bluetooth Low Energy/Smart, IETF 6LoWPAN, IETF CoAP, IETF RPL, Power Line Communication, Open Geospatial Consortium (OGC) Sensor Web Enablement (SWE), ZigBee, 802.11, Broadband Forum TR-069, Open Mobile Alliance (OMA) Device Management (DM), ISA100.11a, WirelessHART, M-BUS, Wireless M-BUS, KNX, RFID, Object Management Group (OMG) Business Process Modelling Notation (BPMN) Key technologies for M2M and IoT covered: Embedded systems hardware and software, devices and gateways, capillary and M2M area networks, local and wide area networking, M2M Service Enablement, IoT data management and data warehousing, data analytics and big data, complex event processing and stream analytics, knowledge discovery and management, business process and enterprise integration, Software as a Service and cloud computing Combines both technical explanations together with design features of M2M/IoT and use cases. Together, these descriptions will assist you to develop solutions that will work in the real world Detailed description of the network architectures and technologies that form the basis of M2M and IoT Clear guidelines and examples of M2M and IoT use cases from real-world implementations such as Smart Grid, Smart Buildings, Smart Cities, Participatory Sensing, and Industrial Automation A description of the vision for M2M and its evolution towards IoT

Modern economies depend on innovation in services for their future growth. Service innovation increasingly depends on information technology and digitization of information processes. Designing new services is a complex matter, since collaboration with other companies and organizations is necessary. Service innovation is directly related to business models that support these services, i.e. services can only be successful in the long run with a viable business model that creates value for its customers and providers. This book presents a theoretically grounded yet practical approach to designing viable business models for electronic services, including mobile ones, i.e. the STOF model and \u2013 based on it \u2013 the STOF method. The STOF model provides a holistic view on business models with four interrelated perspectives, i.e., Service, Technology, Organization and Finance. It elaborates on critical design issues that ultimately shape the business model and drive its viability.

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