Pablo Moscato, Natalie Jane de Vries (Eds.)

Business and Consumer Analytics: New Ideas

- An influential approach towards interdisciplinary work; bringing new computer science approaches to social science applications
- First of its kind in the area of novel ideas in consumer analytics involving advanced meta-analytic and metaheuristic methods, evolutionary algorithms, sophisticated mathematical models and many other methods
- Provides an excellent introduction for the data science novice and a great reference-point of interdisciplinary analytics methods for the more experienced
- A novel book design for a collective volume of work, with common datasets analyzed in different ways allowing a common thread making this volume an easy resource to be used for teaching

This two-volume handbook presents a collection of novel methodologies with applications and illustrative examples in the areas of data-driven computational social sciences. Throughout this handbook, the focus is kept specifically on business and consumer-oriented applications with interesting sections ranging from clustering and network analysis, meta-analytics, memetic algorithms, machine learning, recommender systems methodologies, parallel pattern mining and data mining to specific applications in market segmentation, travel, fashion or entertainment analytics. A must-read for anyone in data-analytics, marketing, behavior modelling and computational social science, interested in the latest applications of new computer science methodologies. The chapters are contributed by leading experts in the associated fields.The chapters cover technical aspects at different levels, some of which are introductory and could be used for teaching. Some chapters aim at building a common understanding of the methodologies and recent application areas including the introduction of new theoretical results in the complexity of core problems. Business and marketing professionals may use the book to familiarize themselves with some important foundations of data science. The work is a good starting point to establish an open dialogue of communication between professionals and researchers from different fields.

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