



**Data Science  
Academy**

[www.datascienceacademy.com.br](http://www.datascienceacademy.com.br)

**Business Analytics**

**Bibliografia, Referências e Links Úteis**



### Business Analytics

[https://www.amazon.com.br/Business-Analytics-Dinabandhu-Bag/dp/1138916129/ref=sr\\_1\\_1?ie=UTF8&qid=1480400874&sr=8-1&keywords=business+analytics](https://www.amazon.com.br/Business-Analytics-Dinabandhu-Bag/dp/1138916129/ref=sr_1_1?ie=UTF8&qid=1480400874&sr=8-1&keywords=business+analytics)

### Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die

[https://www.amazon.com.br/Predictive-Analytics-Power-Predict-Click-ebook/dp/B019HR9X4U/ref=sr\\_1\\_13?ie=UTF8&qid=1480400874&sr=8-13&keywords=business+analytics](https://www.amazon.com.br/Predictive-Analytics-Power-Predict-Click-ebook/dp/B019HR9X4U/ref=sr_1_13?ie=UTF8&qid=1480400874&sr=8-13&keywords=business+analytics)

### Data Mining

[https://www.amazon.com.br/Data-Mining-Ronaldo-Goldschmidt-ebook/dp/B00YEWRO8U/ref=sr\\_1\\_1?ie=UTF8&qid=1480401061&sr=8-1&keywords=knowledge+discovery+in+databases](https://www.amazon.com.br/Data-Mining-Ronaldo-Goldschmidt-ebook/dp/B00YEWRO8U/ref=sr_1_1?ie=UTF8&qid=1480401061&sr=8-1&keywords=knowledge+discovery+in+databases)

### Knowledge Discovery in Databases

[https://www.amazon.com.br/Knowledge-Discovery-Databases-May-Sanders/dp/168285261X/ref=sr\\_1\\_2?ie=UTF8&qid=1480401061&sr=8-2&keywords=knowledge+discovery+in+databases](https://www.amazon.com.br/Knowledge-Discovery-Databases-May-Sanders/dp/168285261X/ref=sr_1_2?ie=UTF8&qid=1480401061&sr=8-2&keywords=knowledge+discovery+in+databases)

### Business Intelligence vs. Business Analytics: What's The Difference?

<https://www.betterbuys.com/bi/business-intelligence-vs-business-analytics/>

### Choosing Between Business Intelligence vs Business Analytics Solutions

<https://selecthub.com/business-intelligence/business-intelligence-vs-business-analytics/>