**Recommended List of Books:**

1. [Statistics Fundamentals: Business Statistics : A First Course by P. K. Viswanathan, David Stephan ,Kathryn A Szabat David M. Levine](books/Business%20Statistics_%20A%20First%20Course-Pearson%20(2014).pdf)
2. [Data Mining & Predictive Modeling: Applied Predictive Analytics – Dean Abbot (Wiley Publications)](books/Applied%20Predictive%20Analytics_%20Principles%20and%20Techniques%20for%20the%20Professional%20Data%20Analyst-Wiley%20(2014).pdf)
3. All the core courses: [Introduction to Statistical Learning: (With Applications in R](http://auapps.american.edu/alberto/www/analytics/ISLRLectures.html)),

<http://auapps.american.edu/alberto/www/analytics/ISLRLectures.html>

1. [Marketing & CRM: Kotler, P. and Keller, K. (2014) A Framework for Marketing Management, 5th New Delhi.](books/Philip%20T%20Kotler,%20Kevin%20Lane%20Keller%20-%20A%20Framework%20for%20Marketing%20Management-Pearson%20(2016).pdf)
2. [Business Finance: Fundamentals of Corporate Finance- Ross; Westerfield; Jordan. Mc Graw Hill Education (India) Private](books/(Mcgraw-Hill_Irwin%20Series%20in%20Finance,%20Insurance,%20and%20Real%20Estate)%20Stephen%20Ross,%20Randolph%20Westerfield,%20Bradford%20Jordan%20-%20Fundamentals%20of%20Corporate%20Finance%20Standard%20Edition-McGraw-Hill_Irwin%20(2012).pdf)
3. [Optimization Techniques: Quantitative Analysis for Management by B Render, RM Stair, ME Hanna -Prentice-Hall of India](books/Barry%20Render,%20Jr.%20Ralph%20M.%20Stair,%20Michael%20E.%20Hanna%20-%20Quantitative%20Analysis%20for%20Management-Prentice%20Hall%20(2011).pdf)
4. [Introduction to Operations Research by Frederick S. Hillier and Gerald Lieberman, Tata McGraw Hill, New Delhi](books/Introduction%20to%20Operations%20Research-McGraw-Hill%20(2015).pdf)
5. [Web and Social Media: Predictive Methods for Analyzing Unstructured Information – Sholom M. Weiss, Nitin Indurkhya, Tong Zhang & Fred J. Damerau (Springer)](books/Text%20Mining_%20Predictive%20Methods%20for%20Analyzing%20Unstructured%20Information-Springer%20(2004).pdf)
6. [Time Series Forecasting:](https://a-little-book-of-r-for-time-series.readthedocs.io/en/latest/) 
   1. <https://a-little-book-of-r-for-time-series.readthedocs.io/en/latest/>
7. [Introduction to Machine Learning with Python\_ A Guide for Data Scientists-](books/Introduction%20to%20Machine%20Learning%20with%20Python_%20A%20Guide%20for%20Data%20Scientists-O’Reilly%20Media%20(2016).pdf)

[O’Reilly Media (2016)](books/Introduction%20to%20Machine%20Learning%20with%20Python_%20A%20Guide%20for%20Data%20Scientists-O’Reilly%20Media%20(2016).pdf)

1. [Aurélien Géron - Hands-On Machine Learning with Scikit-Learn and TensorFlow Concepts, Tools, and Techniques to Build Intelligent Systems-O’Reilly Media (2017)](books/Hands-On%20Machine%20Learning%20with%20Scikit-Learn%20and%20TensorFlow-O’Reilly%20(2017).pdf)
2. <https://www.examples.com/business/data-analysis-report-examples.html>