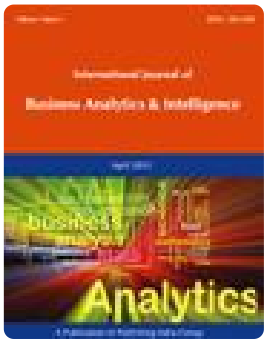
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About the International Journal of Business Analytics and Intelligence

Since year 2013, The International Journal of Business Analytics & Intelligence (IJBAI) is one of the emerged international journal for presenting novel and fundamental advances in the fields of statistical modeling applications, applied analytics, computing techniques, information technology and sciences. Journal aims to establish itself as a platform for exchanging ideas in new emerging trends that needs more focus and exposure and is always committed to publish articles that will strengthen the knowledge of upcoming analysts, data scientists and researchers.

When Thomas H. Davenport and D.J. Patil proclaimed “Data Scientist” as the sexiest job of the 21st Century in October 2012 issue of Harvard Business Review, the academic fraternity was shaken and felt the need to contribute to the practitioners and educators through latest research in business analytics and intelligence. Subsequently, International Journal of Business Analytics and Intelligence (IJBAI) is formed to promote the dissemination of quality research in data science, business analytics and business intelligence.

Journal incorporate both the practitioners’ and the academicians’ perspective on business analytics. Thus it serves the dual purpose of fundamental and applied research. Data scientists can exhibit their coding skills whereas the practitioners can highlight the benefits they accrue in exploiting analytics and make use of intelligence information. Analytics play a crucial role in budgeting, marketing, forecasting, financial management and strategy of the business. Therefore there exists a requirement of a repository of contemporary research and the dissemination of knowledge of analytics.