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COMPETING ON ANALYTICS.

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For those who are yet to harness the power of competitor analysis or competitive intelligence to get that edge, read this article to know about these aspects: 1) what is competitor analysis, 2) difference between competitor analysis and competitive intelligence, 3) three approaches of competitive intelligence, 4) cycle of competitive intelligence, and 5) examples of competitive intelligence ...

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A big factor in maintaining a competitive advantage is the ability to predict consumer behavior. By combining weak signals (uncertain or ambiguous data) and using special tools, such as analytics and scenarios, the CI team can pick up on trends and develop predictions that help senior management capitalize on opportunities and avoid threats.

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tercera vía, la inteligencia artificial vista como mezcla de la aproximación de Aristóteles y de Platón, aportó dos nuevas generaciones de algoritmos, las re-des neuronales y los árboles de decisión. 1.2. Business analytics, definición Antes de entrar a ver las inevitables definiciones, una buena forma de aproxi-

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the report - 10,000 words - was published during five consecutive days in the Spanish newspaper Canarias7 in mid-October 2018, including the following aspects: geopolitical background 2011-2016 (Arab Spring- Jihadist Terrorism- Political turmoil impact on the tourism - hotel ...

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