

INTRODUCTION TO DATA ANALYTICS FOR ACCOUNTING 2ND EDITION

INTRODUCTION TO DATA ANALYTICS FOR ACCOUNTING (2ND EDITION): A COMPREHENSIVE GUIDE

INTRODUCTION:

THE ACCOUNTING WORLD IS UNDERGOING A SEISMIC SHIFT. NO LONGER IS IT ENOUGH TO SIMPLY RECORD AND REPORT FINANCIAL TRANSACTIONS; TODAY'S ACCOUNTANTS ARE DATA DETECTIVES, UNCOVERING INSIGHTS BURIED WITHIN VAST DATASETS TO DRIVE STRATEGIC DECISION-MAKING. THIS COMPREHENSIVE GUIDE DIVES DEEP INTO THE "INTRODUCTION TO DATA ANALYTICS FOR ACCOUNTING (2ND EDITION)," EXPLORING ITS KEY CONCEPTS, APPLICATIONS, AND BENEFITS FOR ACCOUNTING PROFESSIONALS. WHETHER YOU'RE A STUDENT EMBARKING ON YOUR ACCOUNTING JOURNEY OR AN EXPERIENCED PROFESSIONAL LOOKING TO SHARPEN YOUR DATA ANALYSIS SKILLS, THIS POST WILL EQUIP YOU WITH THE KNOWLEDGE AND UNDERSTANDING TO HARNESS THE POWER OF DATA IN THE ACCOUNTING FIELD. WE'LL UNPACK THE CORE COMPONENTS OF THE BOOK, PROVIDE PRACTICAL EXAMPLES, AND ANSWER FREQUENTLY ASKED QUESTIONS TO ENSURE YOU'RE READY TO EMBRACE THE FUTURE OF ACCOUNTING.

CHAPTER 1: UNDERSTANDING THE FUNDAMENTALS OF DATA ANALYTICS IN ACCOUNTING

THIS CHAPTER LAYS THE GROUNDWORK, DEFINING DATA ANALYTICS AND EXPLAINING ITS RELEVANCE TO ACCOUNTING. WE'LL EXPLORE DIFFERENT TYPES OF DATA USED IN ACCOUNTING—TRANSACTIONAL DATA, FINANCIAL STATEMENTS, MARKET DATA, AND MORE—AND DISCUSS HOW THEY'RE COLLECTED, PROCESSED, AND ANALYZED. WE'LL ALSO DELVE INTO THE CRUCIAL ROLE OF DATA VISUALIZATION IN EFFECTIVELY COMMUNICATING FINDINGS TO STAKEHOLDERS. UNDERSTANDING THE VARIOUS DATA SOURCES AND FORMATS IS PARAMOUNT; THIS SECTION WILL COVER COMMON FILE TYPES AND THEIR IMPLICATIONS FOR ANALYSIS. FINALLY, WE'LL DISCUSS THE ETHICAL CONSIDERATIONS SURROUNDING DATA PRIVACY AND SECURITY IN THE ACCOUNTING PROFESSION.

CHAPTER 2: ESSENTIAL DATA ANALYSIS TECHNIQUES FOR ACCOUNTANTS

THIS SECTION DELVES INTO THE PRACTICAL TECHNIQUES USED TO ANALYZE ACCOUNTING DATA. WE'LL COVER DESCRIPTIVE STATISTICS (MEAN, MEDIAN, MODE, STANDARD DEVIATION), INFERENTIAL STATISTICS (HYPOTHESIS TESTING, CONFIDENCE INTERVALS), REGRESSION ANALYSIS, AND FORECASTING MODELS. EACH TECHNIQUE WILL BE EXPLAINED WITH CLEAR EXAMPLES RELEVANT TO ACCOUNTING SCENARIOS, SUCH AS ANALYZING SALES TRENDS, PREDICTING FUTURE CASH FLOWS, OR IDENTIFYING FRAUDULENT ACTIVITIES. WE'LL DISCUSS THE APPLICATION OF THESE TECHNIQUES IN DIFFERENT ACCOUNTING CONTEXTS, FROM AUDITING AND FINANCIAL REPORTING TO BUDGETING AND COST MANAGEMENT.

CHAPTER 3: DATA VISUALIZATION AND REPORTING IN ACCOUNTING

EFFECTIVE COMMUNICATION IS KEY. THIS CHAPTER FOCUSES ON PRESENTING DATA INSIGHTS IN A CLEAR, CONCISE, AND COMPELLING MANNER. WE'LL EXPLORE VARIOUS DATA VISUALIZATION TOOLS AND TECHNIQUES, INCLUDING CHARTS, GRAPHS, AND DASHBOARDS. THE IMPORTANCE OF TAILORING VISUALIZATIONS TO THE AUDIENCE—WHETHER IT'S SENIOR MANAGEMENT, INVESTORS, OR REGULATORY BODIES—WILL BE EMPHASIZED. CREATING EFFECTIVE REPORTS THAT COMBINE DATA ANALYSIS RESULTS WITH CLEAR INTERPRETATIONS AND ACTIONABLE RECOMMENDATIONS WILL BE A MAJOR FOCUS. WE'LL ALSO DISCUSS THE USE OF STORYTELLING TECHNIQUES TO MAKE DATA MORE ENGAGING AND IMPACTFUL.

CHAPTER 4: ADVANCED DATA ANALYTICS TECHNIQUES AND THEIR APPLICATIONS IN ACCOUNTING

THIS CHAPTER INTRODUCES MORE ADVANCED TECHNIQUES, INCLUDING MACHINE LEARNING, PREDICTIVE MODELING, AND DATA MINING. WE'LL DISCUSS HOW THESE TECHNIQUES CAN BE USED TO DETECT ANOMALIES, PREDICT FINANCIAL PERFORMANCE, AND AUTOMATE ACCOUNTING PROCESSES. REAL-WORLD EXAMPLES WILL ILLUSTRATE THE POTENTIAL OF THESE TECHNOLOGIES TO ENHANCE EFFICIENCY AND ACCURACY IN ACCOUNTING PRACTICES. WE'LL ALSO TOUCH UPON THE USE OF BIG DATA TECHNOLOGIES AND CLOUD-BASED SOLUTIONS FOR HANDLING AND ANALYZING LARGE DATASETS.

CHAPTER 5: THE FUTURE OF DATA ANALYTICS IN ACCOUNTING

THIS CONCLUDING CHAPTER LOOKS TOWARDS THE FUTURE, EXAMINING EMERGING TRENDS AND CHALLENGES FACING ACCOUNTING PROFESSIONALS IN THE AGE OF DATA ANALYTICS. WE'LL DISCUSS THE IMPORTANCE OF CONTINUOUS LEARNING AND PROFESSIONAL DEVELOPMENT IN STAYING AHEAD OF THE CURVE. THE EVOLVING REGULATORY LANDSCAPE AND ITS IMPLICATIONS FOR DATA MANAGEMENT WILL BE ADDRESSED. FINALLY, WE'LL EXPLORE THE POTENTIAL IMPACT OF ARTIFICIAL INTELLIGENCE (AI) AND AUTOMATION ON THE ACCOUNTING PROFESSION, EMPHASIZING THE NEED FOR ACCOUNTANTS TO ADAPT AND EMBRACE THESE CHANGES.

"INTRODUCTION TO DATA ANALYTICS FOR ACCOUNTING (2ND EDITION)" – BOOK OUTLINE:

INTRODUCTION: DEFINING DATA ANALYTICS IN ACCOUNTING, ITS IMPORTANCE, AND THE BOOK'S SCOPE.

CHAPTER 1: FUNDAMENTALS OF DATA – TYPES OF DATA, DATA SOURCES, DATA QUALITY, AND ETHICAL CONSIDERATIONS.

CHAPTER 2: DESCRIPTIVE AND INFERENTIAL STATISTICS – MEAN, MEDIAN, MODE, STANDARD DEVIATION, HYPOTHESIS TESTING, CONFIDENCE INTERVALS.

CHAPTER 3: REGRESSION ANALYSIS AND FORECASTING – PREDICTING FINANCIAL PERFORMANCE, IDENTIFYING TRENDS.

CHAPTER 4: DATA VISUALIZATION AND REPORTING – CHARTS, GRAPHS, DASHBOARDS, EFFECTIVE REPORT WRITING.

CHAPTER 5: ADVANCED ANALYTICS – MACHINE LEARNING, PREDICTIVE MODELING, DATA MINING, BIG DATA TECHNOLOGIES.

CHAPTER 6: CASE STUDIES AND REAL-WORLD APPLICATIONS – EXAMPLES OF DATA ANALYTICS IN DIFFERENT ACCOUNTING AREAS.

CHAPTER 7: AUTOMATION AND ROBOTIC PROCESS AUTOMATION (RPA) IN ACCOUNTING.

CONCLUSION: FUTURE OF DATA ANALYTICS IN ACCOUNTING, CONTINUOUS LEARNING, AND ADAPTABILITY.

DETAILED EXPLANATION OF OUTLINE POINTS:

EACH CHAPTER BUILDS UPON THE PREVIOUS ONE, PROVIDING A STRUCTURED LEARNING PATH. CHAPTER 1 INTRODUCES BASIC CONCEPTS; CHAPTER 2 AND 3 BUILD UPON THESE TO INTRODUCE CORE STATISTICAL AND VISUALIZATION TECHNIQUES; CHAPTER 4 INTRODUCES ADVANCED ANALYTICS TECHNIQUES; CHAPTER 5 FOCUSES ON REAL-WORLD APPLICATIONS. CHAPTER 7 EXAMINES AUTOMATION WHILE THE CONCLUSION EMPHASIZES THE FUTURE OF THE FIELD. EACH CHAPTER USES RELEVANT EXAMPLES, CASE STUDIES, AND PRACTICAL EXERCISES TO REINFORCE LEARNING.

FREQUENTLY ASKED QUESTIONS (FAQS):

1. WHAT IS THE PREREQUISITE KNOWLEDGE NEEDED FOR THIS BOOK? A BASIC UNDERSTANDING OF ACCOUNTING PRINCIPLES AND SOME FAMILIARITY WITH SPREADSHEET SOFTWARE IS HELPFUL, BUT THE BOOK PROVIDES SUFFICIENT BACKGROUND INFORMATION FOR BEGINNERS.

1. WHAT SOFTWARE IS USED IN THE BOOK? THE BOOK IS SOFTWARE-AGNOSTIC BUT USES EXAMPLES PRIMARILY BASED ON COMMON SPREADSHEET SOFTWARE LIKE EXCEL OR GOOGLE SHEETS. R OR PYTHON ARE MENTIONED FOR MORE ADVANCED TOPICS BUT AREN'T PREREQUISITES.

1. IS THE BOOK SUITABLE FOR ACCOUNTING STUDENTS? ABSOLUTELY. IT'S DESIGNED TO BRIDGE THE GAP BETWEEN TRADITIONAL ACCOUNTING EDUCATION AND THE INCREASINGLY DATA-DRIVEN NATURE OF THE PROFESSION.

1. IS THE BOOK SUITABLE FOR PRACTICING ACCOUNTANTS? YES, ESPECIALLY THOSE LOOKING TO ENHANCE THEIR DATA ANALYSIS SKILLS AND STAY COMPETITIVE IN THE EVOLVING ACCOUNTING LANDSCAPE.

1. DOES THE BOOK COVER AUDITING APPLICATIONS OF DATA ANALYTICS? YES, IT INCLUDES SEVERAL EXAMPLES OF HOW DATA ANALYTICS CAN BE APPLIED TO ENHANCE AUDIT EFFICIENCY AND EFFECTIVENESS.
1. WHAT KIND OF CASE STUDIES ARE INCLUDED? THE CASE STUDIES ARE REAL-WORLD SCENARIOS FROM VARIOUS ACCOUNTING SETTINGS, HIGHLIGHTING THE PRACTICAL APPLICATION OF DATA ANALYTICS TECHNIQUES.
1. ARE THERE EXERCISES OR PRACTICE PROBLEMS? YES, THE BOOK INCORPORATES PRACTICAL EXERCISES TO REINFORCE LEARNING AND HELP READERS APPLY THE CONCEPTS DISCUSSED.
1. HOW DOES THE SECOND EDITION DIFFER FROM THE FIRST? THE SECOND EDITION INCORPORATES THE LATEST ADVANCEMENTS IN DATA ANALYTICS TECHNOLOGY, INCLUDES UPDATED CASE STUDIES, AND EXPANDS ON EMERGING TOPICS LIKE AI AND MACHINE LEARNING.
1. WHERE CAN I PURCHASE THE BOOK? THE BOOK IS LIKELY AVAILABLE THROUGH MAJOR ONLINE RETAILERS (E.G. AMAZON, ETC.) AND ACADEMIC BOOKSTORES.

RELATED ARTICLES:

1. DATA ANALYTICS FOR FRAUD DETECTION IN ACCOUNTING: THIS ARTICLE DELVES INTO THE SPECIFIC APPLICATIONS OF DATA ANALYTICS IN UNCOVERING AND PREVENTING FINANCIAL FRAUD.
1. PREDICTIVE ANALYTICS IN ACCOUNTING: FORECASTING FUTURE PERFORMANCE: EXPLORES THE USE OF PREDICTIVE MODELS TO FORECAST FINANCIAL PERFORMANCE AND MAKE INFORMED BUSINESS DECISIONS.
1. THE ROLE OF BIG DATA IN MODERN ACCOUNTING PRACTICES: EXAMINES THE IMPACT OF BIG DATA ON ACCOUNTING PROCESSES AND THE CHALLENGES AND OPPORTUNITIES IT PRESENTS.
1. DATA VISUALIZATION BEST PRACTICES FOR ACCOUNTANTS: PROVIDES PRACTICAL ADVICE AND EXAMPLES OF EFFECTIVE DATA VISUALIZATION TECHNIQUES FOR CLEAR COMMUNICATION OF FINANCIAL INFORMATION.
1. MACHINE LEARNING ALGORITHMS FOR ACCOUNTING: A PRACTICAL GUIDE: THIS ARTICLE OFFERS AN IN-DEPTH EXPLORATION OF SPECIFIC MACHINE LEARNING ALGORITHMS AND THEIR APPLICATIONS IN ACCOUNTING.

1. THE ETHICAL CONSIDERATIONS OF DATA ANALYTICS IN ACCOUNTING: FOCUSES ON THE ETHICAL IMPLICATIONS OF DATA COLLECTION, ANALYSIS, AND REPORTING IN THE ACCOUNTING PROFESSION.
1. CLOUD-BASED DATA ANALYTICS SOLUTIONS FOR ACCOUNTANTS: DISCUSSES THE BENEFITS AND CHALLENGES OF USING CLOUD-BASED SOLUTIONS FOR DATA ANALYSIS IN ACCOUNTING.
1. AUTOMATION AND ROBOTIC PROCESS AUTOMATION (RPA) IN ACCOUNTING: EXPLORES HOW AUTOMATION AND RPA ARE TRANSFORMING ACCOUNTING WORKFLOWS AND ENHANCING EFFICIENCY.
1. THE FUTURE OF WORK FOR ACCOUNTANTS IN A DATA-DRIVEN WORLD: ANALYZES THE EVOLVING ROLE OF ACCOUNTANTS IN THE AGE OF DATA ANALYTICS AND THE SKILLS NEEDED TO THRIVE.

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Vernon J. Richardson, Ryan Teeter, Katie L. Terrell, 2018-05-23

introduction to data analytics for accounting 2nd edition: Auditing Raymond N. Johnson, Laura Davis Wiley, Robyn Moroney, Fiona Campbell, Jane Hamilton, 2019-05-20 The explosion of data analytics in the auditing profession demands a different kind of auditor. Auditing: A Practical Approach with Data Analytics prepares students for the rapidly changing demands of the auditing profession by meeting the data-driven requirements of today's workforce. Because no two audits are alike, this course uses a practical, case-based approach to help students develop professional judgement, think critically about the auditing process, and develop the decision-making skills necessary to perform a real-world audit. To further prepare students for the profession, this course integrates seamless exam review for successful completion of the CPA Exam.

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accessible and understandable for accounting professionals and accounting students without rigorous backgrounds in mathematics and statistics. Emphasizing practical applications, the new edition shows how to use either Excel or Access to run these analytics tests. The book also has some coverage on using Minitab, IDEA, R, and Tableau to run forensic-focused tests. The use of SAS and Power BI rounds out the software coverage. The software screenshots use the latest versions of the software available at the time of writing. This authoritative book: Describes the use of statistically-based techniques including Benford's Law, descriptive statistics, and the vector variation score to detect errors and anomalies Shows how to run most of the tests in Access and Excel, and other data analysis software packages for a small sample of the tests Applies the tests under review in each chapter to the same purchasing card data from a government entity Includes interesting cases studies throughout that are linked to the tests being reviewed. Includes two comprehensive case studies where data analytics could have detected the frauds before they reached multi-million-dollar levels Includes a continually-updated companion website with the data sets used in the chapters, the queries used in the chapters, extra coverage of some topics or cases, end of chapter questions, and end of chapter cases. Written by a prominent educator and researcher in forensic accounting and auditing, the new edition of *Forensic Analytics: Methods and Techniques for Forensic Accounting Investigations* is an essential resource for forensic accountants, auditors, comptrollers, fraud investigators, and graduate students.

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introduction to data analytics for accounting 2nd edition: Introduction to Business Analytics, Second Edition Majid Nabavi, David L. Olson, Wesley S. Boyce, 2020-12-14 This book

presents key concepts related to quantitative analysis in business. It is targeted at business students (both undergraduate and graduate) taking an introductory core course. Business analytics has grown to be a key topic in business curricula, and there is a need for stronger quantitative skills and understanding of fundamental concepts. This second edition adds material on Tableau, a very useful software for business analytics. This supplements the tools from Excel covered in the first edition, to include Data Analysis Toolpak and SOLVER.

introduction to data analytics for accounting 2nd edition: Quantitative Data Analysis

Willem Mertens, Amedeo Pugliese, Jan Recker, 2016-09-29 This book offers postgraduate and early career researchers in accounting and information systems a guide to choosing, executing and reporting appropriate data analysis methods to answer their research questions. It provides readers with a basic understanding of the steps that each method involves, and of the facets of the analysis that require special attention. Rather than presenting an exhaustive overview of the methods or explaining them in detail, the book serves as a starting point for developing data analysis skills: it provides hands-on guidelines for conducting the most common analyses and reporting results, and includes pointers to more extensive resources. Comprehensive yet succinct, the book is brief and written in a language that everyone can understand - from students to those employed by organizations wanting to study the context in which they work. It also serves as a refresher for researchers who have learned data analysis techniques previously but who need a reminder for the specific study they are involved in.

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Ian Harrison, 2008 This popular introduction to accounting has been updated to reflect the new AQA and OCR specifications. It tackles this complex and sometimes confusing subject in a straightforward manner, using simple, uncomplicated language throughout. Each chapter consists of clear, useful guidance on the topic, interspersed with numerous exercises, ensuring that users gain practice as they go along and build their confidence in dealing with accounts. Worked examples are provided throughout each chapter so that students can check their technique as they work through exercises. - Written in extremely clear and straightforward language - Author Ian Harrison is Chief Examiner for a major examination board - Filled with exercises to boost confidence in dealing with accounts - Full colour and uncluttered layout - Chapter summaries highlight key points to aid revision - Examination tips are given as chapters progress

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understand data science and analytics concepts. Accomplished data scientist and author Field Cady describes both the “business side” of data science, including what problems it solves and how it fits into an organization, and the technical side, including analytical techniques and key technologies. Data Science: The Executive Summary covers topics like: Assessing whether your organization needs data scientists, and what to look for when hiring them When Big Data is the best approach to use for a project, and when it actually ties analysts’ hands Cutting edge Artificial Intelligence, as well as classical approaches that work better for many problems How many techniques rely on dubious mathematical idealizations, and when you can work around them Perfect for executives who make critical decisions based on data science and analytics, as well as managers who hire and assess the work of data scientists, Data Science: The Executive Summary also belongs on the bookshelves of salespeople and marketers who need to explain what a data analytics product does. Finally, data scientists themselves will improve their technical work with insights into the goals and constraints of the business situation.

introduction to data analytics for accounting 2nd edition: An Introduction to Categorical Data Analysis Alan Agresti, 2018-10-11 A valuable new edition of a standard reference The use of statistical methods for categorical data has increased dramatically, particularly for applications in the biomedical and social sciences. An Introduction to Categorical Data Analysis, Third Edition summarizes these methods and shows readers how to use them using software. Readers will find a unified generalized linear models approach that connects logistic regression and loglinear models for discrete data with normal regression for continuous data. Adding to the value in the new edition is: • Illustrations of the use of R software to perform all the analyses in the book • A new chapter on alternative methods for categorical data, including smoothing and regularization methods (such as the lasso), classification methods such as linear discriminant analysis and classification trees, and cluster analysis • New sections in many chapters introducing the Bayesian approach for the methods of that chapter • More than 70 analyses of data sets to illustrate application of the methods, and about 200 exercises, many containing other data sets • An appendix showing how to use SAS, Stata, and SPSS, and an appendix with short solutions to most odd-numbered exercises Written in an applied, nontechnical style, this book illustrates the methods using a wide variety of real data, including medical clinical trials, environmental questions, drug use by teenagers, horseshoe crab mating, basketball shooting, correlates of happiness, and much more. An Introduction to Categorical Data Analysis, Third Edition is an invaluable tool for statisticians and biostatisticians as well as methodologists in the social and behavioral sciences, medicine and public health, marketing, education, and the biological and agricultural sciences.

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introduction to data analytics for accounting 2nd edition: Business Analytics Sanjiv Jaggia, Alison Kelly (Professor of economics), Kevin Lertwachara, Leida Chen, 2023 We wrote Business Analytics: Communicating with Numbers from the ground up to prepare students to understand, manage, and visualize the data; apply the appropriate analysis tools; and communicate the findings and their relevance. The text seamlessly threads the topics of data wrangling, descriptive analytics, predictive analytics, and prescriptive analytics into a cohesive whole. In the

second edition of Business Analytics, we have made substantial revisions that meet the current needs of the instructors teaching the course and the companies that require the relevant skillset. These revisions are based on the feedback of reviewers and users of our first edition. The greatly expanded coverage of the text gives instructors the flexibility to select the topics that best align with their course objectives--

introduction to data analytics for accounting 2nd edition: Introductory Financial Accounting for Business ISE Thomas Edmonds, Christopher Edmonds, Mark Edmonds, Jennifer Edmonds, Philip Olds, 2024-08-13

introduction to data analytics for accounting 2nd edition: *Modern Data Science with R* Benjamin S. Baumer, Daniel T. Kaplan, Nicholas J. Horton, 2021-03-31 From a review of the first edition: *Modern Data Science with R...* is rich with examples and is guided by a strong narrative voice. What's more, it presents an organizing framework that makes a convincing argument that data science is a course distinct from applied statistics (The American Statistician). *Modern Data Science with R* is a comprehensive data science textbook for undergraduates that incorporates statistical and computational thinking to solve real-world data problems. Rather than focus exclusively on case studies or programming syntax, this book illustrates how statistical programming in the state-of-the-art R/RStudio computing environment can be leveraged to extract meaningful information from a variety of data in the service of addressing compelling questions. The second edition is updated to reflect the growing influence of the tidyverse set of packages. All code in the book has been revised and styled to be more readable and easier to understand. New functionality from packages like sf, purrr, tidymodels, and tidytext is now integrated into the text. All chapters have been revised, and several have been split, re-organized, or re-imagined to meet the shifting landscape of best practice.

introduction to data analytics for accounting 2nd edition: *Data Analysis Using SQL and Excel* Gordon S. Linoff, 2010-09-16 Useful business analysis requires you to effectively transform data into actionable information. This book helps you use SQL and Excel to extract business information from relational databases and use that data to define business dimensions, store transactions about customers, produce results, and more. Each chapter explains when and why to perform a particular type of business analysis in order to obtain useful results, how to design and perform the analysis using SQL and Excel, and what the results should look like.

introduction to data analytics for accounting 2nd edition: Financial Accounting Jerry J. Weygandt, Paul D. Kimmel, Donald E. Kieso, 2019-12-12 To understand a business, you have to understand the financial insides of a business organization. Through a focus on accounting transactions, real-world problem-solving, and engaging industry examples, Weygandt *Financial Accounting*, 11th edition demonstrates how accounting is an exciting field of study and helps connect core financial accounting concepts to students' everyday lives and future careers. Continuing to help students succeed in their introductory financial accounting course for over two decades, this edition brings together the trusted Weygandt, Kimmel, and Kieso reputation with fresh, timely, and accurate updates to help build confidence and engage today's students.

introduction to data analytics for accounting 2nd edition: *R for Everyone* Jared P. Lander, 2017-06-13 Statistical Computation for Programmers, Scientists, Quants, Excel Users, and Other Professionals Using the open source R language, you can build powerful statistical models to answer many of your most challenging questions. R has traditionally been difficult for non-statisticians to learn, and most R books assume far too much knowledge to be of help. *R for Everyone*, Second Edition, is the solution. Drawing on his unsurpassed experience teaching new users, professional data scientist Jared P. Lander has written the perfect tutorial for anyone new to statistical programming and modeling. Organized to make learning easy and intuitive, this guide focuses on the 20 percent of R functionality you'll need to accomplish 80 percent of modern data tasks. Lander's self-contained chapters start with the absolute basics, offering extensive hands-on practice and sample code. You'll download and install R; navigate and use the R environment; master basic program control, data import, manipulation, and visualization; and walk through several essential

tests. Then, building on this foundation, you'll construct several complete models, both linear and nonlinear, and use some data mining techniques. After all this you'll make your code reproducible with LaTeX, RMarkdown, and Shiny. By the time you're done, you won't just know how to write R programs, you'll be ready to tackle the statistical problems you care about most. Coverage includes Explore R, RStudio, and R packages Use R for math: variable types, vectors, calling functions, and more Exploit data structures, including data.frames, matrices, and lists Read many different types of data Create attractive, intuitive statistical graphics Write user-defined functions Control program flow with if, ifelse, and complex checks Improve program efficiency with group manipulations Combine and reshape multiple datasets Manipulate strings using R's facilities and regular expressions Create normal, binomial, and Poisson probability distributions Build linear, generalized linear, and nonlinear models Program basic statistics: mean, standard deviation, and t-tests Train machine learning models Assess the quality of models and variable selection Prevent overfitting and perform variable selection, using the Elastic Net and Bayesian methods Analyze univariate and multivariate time series data Group data via K-means and hierarchical clustering Prepare reports, slideshows, and web pages with knitr Display interactive data with RMarkdown and htmlwidgets Implement dashboards with Shiny Build reusable R packages with devtools and Rcpp Register your product at informit.com/register for convenient access to downloads, updates, and corrections as they become available.

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