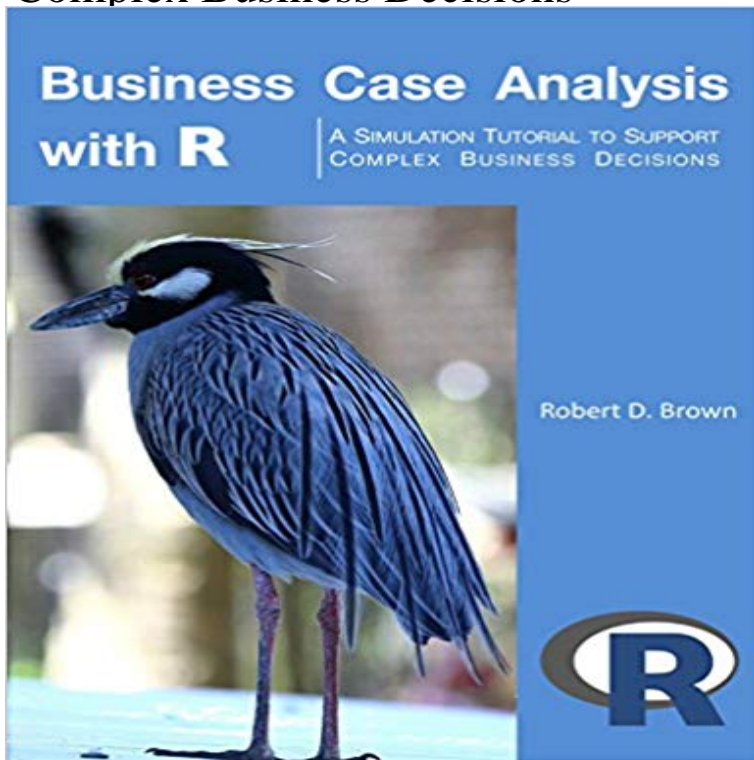


Business Case Analysis with R: A Simulation Tutorial to Support Complex Business Decisions



This is a tutorial for learning how to use the statistical programming language R to develop a business case simulation and analysis. The tutorial follows the case in which a chemical manufacturing company considers constructing a chemical reactor and production facility to bring a new compound to market. There are numerous uncertainties and risks involved, including the possibility that a competitor brings a similar product online. The company must determine the value of making the decision to move forward and where they might prioritize their attention to make a more informed and robust decision. The purpose of the book is not to teach you R in a broad manner. Rather, it will attempt to show you how to

- * Set up the business case abstraction
- * Model the inherent uncertainties in the problem with Monte Carlo simulation
- * Communicate the results graphically
- * Draw appropriate insights from the results

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