Becoming An Analytics Driven Organization To Create Value

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Data Analytics for Organisational Development - Uwe H. Kaufmann 2021-07-26

A practical guide for anyone who aspires to become data analytics–savvy Data analytics has

become central to the operation of most businesses, making it an increasingly necessary skill for every manager and for all functions across an organisation. Data Analytics for Organisational Development: Unleashing the Potential of Your Data introduces a methodical process for gathering, screening, transforming, and analysing the correct datasets to ensure that they are reliable tools for business decision-making. Written by a Six Sigma Master Black Belt and a Lean Six Sigma Black Belt, this accessible guide explains and illustrates the application of data analytics for organizational development and design, with particular focus on Customer and Strategy Analytics, Operations Analytics and Workforce Analytics. Designed as both a handbook and workbook, Data Analytics for Organisational Development presents the application of data analytics for organizational design and development using case studies and practical examples. It aims to help build a bridge between data scientists, who have less exposure to actual business issues, and the "non-data scientists." With this guide, anyone can learn to perform data analytics tasks from translating a business question into a data science hypothesis to understanding the data science results and making the appropriate decisions. From data acquisition, cleaning, and transformation to analysis and decision making, this book covers it all. It also helps you avoid the pitfalls of unsound decision making, no matter where in the value chain you work. Follow the "Five Steps of a Data Analytics Case" to arrive at the correct business decision based on sound data analysis Become more proficient in effectively communicating and working with the data experts, even if you have no background in data science Learn from cases and practical examples that demonstrate a systematic method for gathering and processing data accurately Work through end-of-chapter exercises to review key concepts and apply methods using sample data sets Data Analytics for Organisational Development includes

downloadable tools for learning enrichment, including spreadsheets, Power BI slides, datasets, R analysis steps and more. Regardless of your level in your organisation, this book will help you become savvy with data analytics, one of today's top business tools.

Leading with AI and Analytics: Build Your Data Science IQ to Drive Business Value - Eric Anderson 2020-11-23
Lead your organization to become evidence-driven Data. It's the benchmark that informs corporate projections, decision-making, and analysis. But, why do many organizations that see themselves as data-driven fail to thrive? In Leading with AI and Analytics, two renowned experts from the Kellogg School of Management show business leaders how to transform their organization to become evidence-driven, which leads to real, measurable changes that can help propel their companies to the top of their industries. The availability of unprecedented technology-enabled tools has made AI (Artificial Intelligence) an essential component of business analytics. But what's often lacking are the leadership skills to integrate these technologies to achieve maximum value. Here, the authors provide a comprehensive game plan for developing that all-important human factor to get at the heart of data science: the ability to apply analytical thinking to real-world problems. Each of these tools and techniques comes to powerful life through a wealth of powerful case studies and real-world success stories. Inside, you'll find the essential tools to help you: Develop a strong data science intuition quotient Lead and scale AI and analytics throughout your organization Move from "best-guess" decision making to evidence-based decisions Craft strategies and tactics to create real impact Written for anyone in a leadership or management role—from C-level/unit team managers to rising talent—this powerful, hands-on guide meets today's growing need for real-world tools to lead and succeed with data.

Competing on Analytics: Updated, with a New Introduction - Thomas Davenport
2017-08-29
The New Edition of a Business Classic This landmark work, the first to introduce business leaders to analytics, reveals how analytics are rewriting the rules of competition. Updated with fresh content, Competing on Analytics provides the road map for becoming an analytical competitor, showing readers how to create new strategies for their organizations based on sophisticated analytics. Introducing a five-stage model of analytical competition, Davenport and Harris describe the typical behaviors, capabilities, and challenges of each stage. They explain how to assess your company's capabilities and guide it toward the highest level of competition. With equal emphasis on two key resources, human and technological, this book reveals how even the most highly analytical companies can up their game. With an emphasis on predictive, prescriptive, and autonomous analytics for marketing, supply chain, finance, M&A, operations, R&D, and HR, the book contains numerous new examples from different industries and business functions, such as Disney's vacation experience, Google's HR, UPS's logistics, the Chicago Cubs' training methods, and Firewire Surfboards' customization. Additional new topics and research include: Data scientists and what they do Big data and the changes it has wrought Hadoop and other open-source software for managing and analyzing data Data products—new products and services based on data and analytics Machine learning and other AI technologies The Internet of Things and its implications New computing architectures, including cloud computing Embedding analytics within operational systems Visual analytics The business classic that turned a generation of leaders into analytical competitors, Competing on Analytics is the definitive guide for transforming your company's fortunes in the age

of analytics and big data.

Data-Driven Healthcare - Laura B. Madsen 2014-10-27
Healthcare is changing, and data is the catalyst Data is taking over in a powerful way, and it's revolutionizing the healthcare industry. You have more data available than ever before, and applying the right analytics can spur growth. Benefits extend to patients, providers, and board members, and the technology can make centralized patient management a reality. Despite the potential for growth, many in the industry and government are questioning the value of data in health care, wondering if it's worth the investment. Data-Driven Healthcare: How Analytics and BI are Transforming the Industry tackles the issue and proves why BI is not only worth it, but necessary for industry advancement. Healthcare BI guru Laura Madsen challenges the notion that data have little value in healthcare, and shows how BI can ease regulatory reporting pressures and streamline the entire system as it evolves. Madsen illustrates how a data-driven organization is created, and how it can transform the industry. Learn why BI is a boon to providers Create powerful infographics to communicate data more effectively Find out how Big Data has transformed other industries, and how it applies to healthcare Data-Driven Healthcare: How Analytics and BI are Transforming the Industry provides tables, checklists, and forms that allow you to take immediate action in implementing BI in your organization. You can't afford to be behind the curve. The industry is moving on, with or without you. Data-Driven Healthcare: How Analytics and BI are Transforming the Industry is your guide to utilizing data to advance your operation in an industry where data-fueled growth will be the new norm.

Creating a Data-Driven Organization - Carl Anderson 2015-07-23
"What do you need to become a data-driven organization? Far more than having big data or a

crack team of unicorn data scientists, it requires establishing an effective, deeply-ingrained data culture. This practical book shows you how true data-drivenness involves processes that require genuine buy-in across your company ... Through interviews and examples from data scientists and analytics leaders in a variety of industries ... Anderson explains the analytics value chain you need to adopt when building predictive business models"--Publisher's description.

Win with Advanced Business Analytics - Jean-Paul Isson 2012-09-25
Plain English guidance for strategic business analytics and bigdata implementation In today's challenging economy, business analytics and big datahave become more and more ubiquitous. While some businesses don'teven know where to start, others are struggling to move from beyondbasic reporting. In some instances management and executives do notsee the value of analytics or have a clear understanding ofbusiness analytics vision mandate and benefits. Win withAdvanced Analytics focuses on integrating multiple types ofintelligence, such as web analytics, customer feedback, competitiveintelligence, customer behavior, and industry intelligence intoyour business practice. Provides the essential concept and framework to implementbusiness analytics Written clearly for a nontechnical audience Filled with case studies across a variety of industries Uniquely focuses on integrating multiple types of big dataintelligence into your business Companies now operate on a global scale and are inundated with alarge volume of data from multiple locations and sources: B2B data,B2C data, traffic data, transactional data, third party vendordata, macroeconomic data, etc. Packed with case studies frommultiple countries across a variety of industries, Win withAdvanced Analytics provides a comprehensive framework andapplications of how to leverage business analytics/big data tooutpace the competition.
Code Halos - Malcolm Frank 2014-04-07

Harness "Code Halos" to gain competitive advantage in the digital era Amazon beating Borders, Netflix beating Blockbuster, Apple beating Kodak, and the rise of companies like Google, LinkedIn, and Pandora are not isolated or random events. Today's outliers in revenue growth and value creation are winning with a new set of rules. They are dominating by managing the information that surrounds people, organizations, processes, and products—what authors Malcolm Frank, Paul Roehrig, and Ben Pring call Code Halos. This is far beyond "Big Data" and analytics. Code Halos spark new commercial models that can dramatically flip market dominance from industry stalwarts to challengers. In this new book, the authors show leaders how digital innovators and traditional companies can build Code Halo solutions to drive success. The book: Examines the explosion of digital information that now surrounds us and describes the profound impact this is having on individuals, corporations, and societies; Shows how the Crossroads Model can help anticipate and navigate this market shift; Provides examples of traditional firms already harnessing the power of Code Halos including GE's "Brilliant Machines," Disney's theme park "Magic Band," and Allstate's mobile devices and analytics that transform auto insurance. With reasoned insight, new data, real-world cases, and practical guidance, Code Halos shows seasoned executives, entrepreneurs, students, line-of-business owners, and technology leaders how to master the new rules of the Code Halo economy.
Advanced Analytics Methodologies - Michele Chambers 2014
Advanced Analytics Methodologies is today's definitive guide to analytics implementation for MBA and university-level business students and sophisticated practitioners. Its expanded, cutting-edge coverage helps readers systematically "jump the gap" between their organization's current analytical capabilities and

where they need to be. Step by step, Michele Chambers and Thomas Dinsmore help readers customize a complete roadmap for implementing analytics that supports unique corporate strategies, aligns with specific corporate cultures, and serves unique customer and stakeholder communities. Drawing on work with dozens of leading enterprises, Michele Chambers and Thomas Dinsmore provide advanced applications and examples not available elsewhere, describe high-value applications from many industries, and help you systematically identify and deliver on your company's best opportunities. They show how to: Go beyond the Analytics Maturity Model: power your unique business strategy with an equally focused analytics strategy Link key business objectives with core characteristics of your organization, value chain, and stakeholders Take advantage of game changing opportunities before competitors do Effectively integrate the managerial and operational aspects of analytics Measure performance with dashboards, scorecards, visualization, simulation, and more Prioritize and score prospective analytics projects Identify "Quick Wins" you can implement while you're planning for the long-term Build an effective Analytic Program Office to make your roadmap persistent Update and revise your roadmap for new needs and technologies This advanced text will serve the needs of students and faculty studying cutting-edge analytics techniques, as well as experienced analytics leaders and professionals including Chief Analytics Officers; Chief Data Officers; Chief Scientists; Chief Marketing Officers; Chief Risk Officers; Chief Strategy Officers; VPs of Analytics or Big Data; data scientists; business strategists; and many line-of-business executives.

China CEO II - Juan Antonio Fernandez 2020-04-28

Straight from the China CEO: Advice on leading operations in the world's fastest-moving, highest

stakes market. 25 top executives leading high-profile multinational companies in China, as well as seasoned and respected China-based consultants, give their front-line advice on succeeding in this market. Soaring spending power among the world's largest consumer population, radical digital transformation creating a cash-less, 'always on' society, severe generation gaps – these are just some of the factors which have completely transformed China since 2006, the year when the first volume of China CEO was published. And these are three of the main reasons the authors have again teamed up to put together this second volume – collecting entirely new content via in-depth, exclusive interviews with the heads of 25 high-profile CEOs of multinational companies in China, as well as a number of highly respected consultants who have built their careers by delivering advice on succeeding in the market. In this book, CEOs and experts share their strategies for overcoming the most pressing issues faced by business leaders in China now, including: fierce competition from strong, globalized Chinese companies; working with the powerful, complex Chinese government; and successfully attracting the nation's wealthy but fickle and tech-savvy domestic consumers. Top executives and consultants also divulge their secrets for keeping up with China's astoundingly broad and rapid digital transformation in which the nation is now leading the world in mobile payment, online shopping, social media, Artificial Intelligence, and facial and voice recognition. They also discuss trends including localization of top positions in China, the rise of female top executives in the country and the challenge of attracting the nation's highly international, purpose driven millennials. Hear directly from the China CEOs of: ABB, AB InBev, Bayer, Bosch, Carrefour, Coca-Cola, IKEA, Korn Ferry, Lego, L'Oreal, NIIT, Mango, Manulife, Marriott, Maserati, Microsoft, Philips, Scania, SAP, Sony, Standard Chartered, Tata, Udacity,

Victoria's Secret (Lbrands Int'l), Volvo, etc. Learn from seasoned China experts at McKinsey & Co, Economist Group, and more Written in a practical, easy-to-read format ideal for busy professionals, educators, and students China CEO II: Voices of Experience from 25 Top Executives Leading MNCs in China is an invaluable resource for any professionals seeking to work in or with China, or executives expanding their responsibilities in China, and those involved in international business, finance or executive programmes.

Data-Driven Organization Design - Rupert Morrison 2021-10-03
Use a data-driven approach to successfully design, change and manage organizations to achieve competitive advantage.

Analytics at Work - Thomas H. Davenport 2010
As a follow-up to the successful Competing on Analytics, authors Tom Davenport, Jeanne Harris, and Robert Morison provide practical frameworks and tools for all companies that want to use analytics as a basis for more effective and more profitable decision making. Regardless of your company's strategy, and whether or not analytics are your company's primary source of competitive differentiation, this book is designed to help you assess your organization's analytical capabilities, provide the tools to build these capabilities, and put analytics to work. The book helps you answer these pressing questions: What assets do I need in place in my organization in order to use analytics to run my business? Once I have these assets, how do I deploy them to get the most from an analytic approach? How do I get an analytic initiative off the ground in the first place, and then how do I sustain analytics in my organization over time? Packed with tools, frameworks, and all new examples, Analytics at Work makes analytics understandable and accessible and teaches you how to make your company more analytical.

The Analytic Hospitality Executive - Kelly A.

McGuire 2016-09-06
Targeted analytics to address the unique opportunities in hospitality and gaming The Analytic Hospitality Executive helps decision makers understand big data and how it can drive value in the industry. Written by a leading business analytics expert who specializes in hospitality and travel, this book draws a direct link between big data and hospitality, and shows you how to incorporate analytics into your strategic management initiative. You'll learn which data types are critical, how to identify productive data sources, and how to integrate analytics into multiple business processes to create an overall analytic culture that turns information into insight. The discussion includes the tools and tips that help make it happen, and points you toward the specific places in your business that could benefit from advanced analytics. The hospitality and gaming industry has unique needs and opportunities, and this book's targeted guidance provides a roadmap to big data benefits. Like most industries, the hospitality and gaming industry is experiencing a rapid increase in data volume, variety, and velocity. This book shows you how to corral this growing current, and channel it into productive avenues that drive better business. Understand big data and analytics Incorporate analytics into existing business processes Identify the most valuable data sources Create a strategic analytic culture that drives value Although the industry is just beginning to recognize the value of big data, it's important to get up to speed quickly or risk losing out on benefits that could drive business to greater heights. The Analytic Hospitality Executive provides a targeted game plan from an expert on the inside, so you can start making your data work for you.

Consumption-Based Forecasting and Planning - Charles W. Chase 2021-07-27 Discover a new, demand-centric framework for forecasting and demand planning In Consumption-Based Forecasting and Planning,

thought leader and forecasting expert Charles W. Chase delivers a practical and novel approach to retail and consumer goods companies demand planning process. The author demonstrates why a demand-centric approach relying on point-of-sale and syndicated scanner data is necessary for success in the new digital economy. The book showcases short- and mid-term demand sensing and focuses on disruptions to the marketplace caused by the digital economy and COVID-19. You'll also learn: How to improve demand forecasting and planning accuracy, reduce inventory costs, and minimize waste and stock-outs What is driving shifting consumer demand patterns, including factors like price, promotions, in-store merchandising, and unplanned and unexpected events How to apply analytics and machine learning to your forecasting challenges using proven approaches and tactics described throughout the book via several case studies. Perfect for executives, directors, and managers at retailers, consumer products companies, and other manufacturers, Consumption-Based Forecasting and Planning will also earn a place in the libraries of sales, marketing, supply chain, and finance professionals seeking to sharpen their understanding of how to predict future consumer demand.

Becoming a data-driven Organisation - Martin Treder 2019-10-18
Data is the foundation of any current and future market transformation during this digital era. Companies are expected to adjust or to disappear. However, following assessments by Gartner and Forrester during the past two years, only a small fraction of all enterprises has adequately addressed the handling of data so far. Yet, more and more business leaders have become aware of the topic. They recognize the increasing relevance of data, and the need to act now. Those leaders will welcome this book as it guides them through the first steps in their journey towards a data-driven organisation. This

book brings the topic of Data and its commercial usage to the attention of a broad range of business leaders. It encourages you to get engaged, by explaining in a non-technical way what data comprises, which opportunities wait to get discovered and, most importantly, how to prepare and launch the introduction of a Data Office in a company.

Building a Digital Analytics Organization - Judah Phillips 2013
Drive maximum business value from digital analytics, web analytics, site analytics, and business intelligence! In Building a Digital Analytics Organization, pioneering expert Judah Phillips thoroughly explains digital analytics to business practitioners, and presents best practices for using it to reduce costs and increase profitable revenue throughout the business. Phillips covers everything from making the business case through defining and executing strategy, and shows how to successfully integrate analytical processes, technology, and people in all aspects of operations. This unbiased and product-independent guide is replete with examples, many based on the author's own extensive experience. Coverage includes: key concepts; focusing initiatives and strategy on business value, not technology; building an effective analytics organization; choosing the right tools (and understanding their limitations); creating processes and managing data; analyzing paid, owned, and earned digital media; performing competitive and qualitative analyses; optimizing and testing sites; implementing integrated multichannel digital analytics; targeting consumers; automating marketing processes; and preparing for the revolutionary "analytical economy." For all business practitioners interested in analytics and business intelligence in all areas of the organization.

AI-Enabled Analytics for Business - Lawrence S. Maisel 2022-01-19
We are entering the era of digital transformation

where human and artificial intelligence (AI) work hand in hand to achieve data driven performance. Today, more than ever, businesses are expected to possess the talent, tools, processes, and capabilities to enable their organizations to implement and utilize continuous analysis of past business performance and events to gain forward-looking insight to drive business decisions and actions. AI-Enabled Analytics in Business is your Roadmap to meet this essential business capability. To ensure we can plan for the future vs react to the future when it arrives, we need to develop and deploy a toolbox of tools, techniques, and effective processes to reveal forward-looking unbiased insights that help us understand significant patterns, relationships, and trends. This book promotes clarity to enable you to make better decisions from insights about the future. Learn how advanced analytics ensures that your people have the right information at the right time to gain critical insights and performance opportunities Empower better, smarter decision making by implementing AI-enabled analytics decision support tools Uncover patterns and insights in data, and discover facts about your business that will unlock greater performance Gain inspiration from practical examples and use cases showing how to move your business toward AI-Enabled decision making AI-Enabled Analytics in Business is a must-have practical resource for directors, officers, and executives across various functional disciplines who seek increased business performance and valuation.

Fail Fast, Learn Faster - Randy Bean 2021-08-25
Explore why — now more than ever — the world is in a race to become data-driven, and how you can learn from examples of data-driven leadership in an Age of Disruption, Big Data, and AI In Fail Fast, Learn Faster: Lessons in Data-Driven Leadership in an Age of Disruption, Big Data, and AI, Fortune 1000 strategic advisor,

noted author, and distinguished thought leader Randy Bean tells the story of the rise of Big Data and its business impact – its disruptive power, the cultural challenges to becoming data-driven, the importance of data ethics, and the future of data-driven AI. The book looks at the impact of Big Data during a period of explosive information growth, technology advancement, emergence of the Internet and social media, and challenges to accepted notions of data, science, and facts, and asks what it means to become "data-driven." Fail Fast, Learn Faster includes discussions of: The emergence of Big Data and why organizations must become data-driven to survive Why becoming data-driven forces companies to "think different" about their business The state of data in the corporate world today, and the principal challenges Why companies must develop a true "data culture" if they expect to change Examples of companies that are demonstrating data-driven leadership and what we can learn from them Why

companies must learn to "fail fast and learn faster" to compete in the years ahead How the Chief Data Officer has been established as a new corporate profession Written for CEOs and Corporate Board Directors, data professional and practitioners at all organizational levels, university executive programs and students entering the data profession, and general readers seeking to understand the Information Age and why data, science, and facts matter in the world in which we live, Fail Fast, Learn Faster p;is essential reading that delivers an urgent message for the business leaders of today and of the future.

Leaders and Innovators - Tho H. Nguyen 2016-09-06
An integrated, strategic approach to higher-value analytics Leaders and Innovators: How Data-Driven Organizations Are Winning with Analytics shows how businesses leverage enterprise analytics to gain strategic insights for profitability and growth. The key factor is

integrated, end-to-end capabilities that encompass data management and analytics from a business and IT perspective; with analytics running inside a database where the data reside, everyday analytical processes become streamlined and more efficient. This book shows you what analytics is, what it can do, and how you can integrate old and new technologies to get more out of your data. Case studies and examples illustrate real-world scenarios in which an optimized analytics system revolutionized an organization's business. Using in-database and in-memory analytics along with Hadoop, you'll be equipped to improve performance while reducing processing time from days or weeks to hours or minutes. This more strategic approach uncovers the opportunities hidden in your data, and the detailed guidance to optimal data management allows you to break through even the biggest data challenges. With data coming in from every angle in a constant stream, there has never been a greater need for proactive and agile strategies to overcome these struggles in a volatile and competitive economy. This book provides clear guidance and an integrated strategy for organizations seeking greater value from their data and becoming leaders and innovators in the industry. Streamline analytics processes and daily tasks Integrate traditional tools with new and modern technologies Evolve from tactical to strategic behavior Explore new analytics methods and applications The depth and breadth of analytics capabilities, technologies, and potential makes it a bottomless well of insight. But too many organizations falter at implementation—too much, not enough, or the right amount in the wrong way all fail to deliver what an optimized and integrated system could. Leaders and Innovators: How Data-Driven Organizations Are Winning with Analytics shows you how to create the system your organization needs to dramatically improve performance, increase profitability, and drive innovation at all levels for

the present and future.

Data-Driven Innovation Big Data for Growth and Well-Being - OECD 2015-10-06
This report improves the evidence base on the role of Data Driven Innovation for promoting growth and well-being, and provide policy guidance on how to maximise the benefits of DDI and mitigate the associated economic and societal risks.

The Magnetic Organization - Dipak Kumar Bhattacharyya 2015-09-29
The biggest challenge enterprises face today is attracting and retaining talent. Even if most companies succeed in attracting the best talent, most of them falter on the critical part which is retention. This book unravels the mystery behind 'The Magnetic Organization'. It provides practical solutions that managers can use to address their employees' real concerns and keep them actively engaged.

Competing on Analytics - Thomas H. Davenport 2007
"In Competing on Analytics: The New Science of Winning, Thomas H. Davenport and Jeanne G. Harris argue that the frontier for using data has shifted dramatically. Leading companies are doing more than just collecting and storing information in large quantities. They're now building their competitive strategies around data-driven insights that are, in turn, generating impressive business results. Their secret weapon? Analytics: sophisticated quantitative and statistical analysis and predictive modeling supported by data-savvy senior leaders and powerful information technology."--Jacket.

Data Analytics in Marketing, Entrepreneurship, and Innovation - Mounir Kehal 2021-01-12
Innovation based in data analytics is a contemporary approach to developing empirically supported advances that encourage entrepreneurial activity inspired by novel marketing inferences. Data Analytics in Marketing, Entrepreneurship, and Innovation

covers techniques, processes, models, tools, and practices for creating business opportunities through data analytics. It features case studies that provide realistic examples of applications. This multifaceted examination of data analytics looks at: Business analytics Applying predictive analytics Using discrete choice analysis for decision-making Marketing and customer analytics Developing new products Technopreneurship Disruptive versus incremental innovation The book gives researchers and practitioners insight into how data analytics is used in the areas of innovation, entrepreneurship, and marketing. Innovation analytics helps identify opportunities to develop new products and services, and improve existing methods of product manufacturing and service delivery. Entrepreneurial analytics facilitates the transformation of innovative ideas into strategy and helps entrepreneurs make critical decisions based on data-driven techniques. Marketing analytics is used in collecting, managing,

assessing, and analyzing marketing data to predict trends, investigate customer preferences, and launch campaigns.

Performance Dashboards - Wayne W. Eckerson 2005-10-27
Tips, techniques, and trends on how to use dashboard technology tooptimize business performance Business performance management is a hot new management disciplinethat delivers tremendous value when supported by informationtechnology. Through case studies and industry research, this bookshows how leading companies are using performance dashboards toexecute strategy, optimize business processes, and improveperformance. Wayne W. Eckerson (Hingham, MA) is the Director of Research for TheData Warehousing Institute (TDWI), the leading association ofbusiness intelligence and data warehousing professionals worldwidethat provide high-quality, in-depth education, training, andresearch. He is a columnist for

SearchCIO.com, DM Review,Application Development Trends, the Business Intelligence Journal,and TDWI Case Studies & Solution.

A PRACTITIONER'S GUIDE TO BUSINESS ANALYTICS: Using Data Analysis Tools to Improve Your Organization's Decision Making and Strategy - Randy Bartlett 2013-02-05

The Definitive Guide to Using Analytics for Better Business Decisions "A must-read for anyone who is directly or indirectly leading or managing an analytics function--and anyone who wants to make better decisions based on analytics, not just intuition or an 'overemphasis on industry knowledge, which crowds out good analytics.'" -- Charlotte E. Sibley, President, Sibley Associates, a bioPharma consulting company "Over the long term, those who show the greatest imagination, grow the right skills, build the deepest organizations, and follow rigorous statistical practice will reap the greatest rewards from their analytics efforts. A Practitioner's Guide to Business Analytics lights the way." -- Thomas C. Redman, PhD, the Data Doc, Navesink Consulting Group "Executives beware. This is not your typical management book. This book contains real information from analytical professionals who are outside the executive bubble. . . . Hold on to your seat and be prepared to change the way you think about leaders, leadership qualities, and leadership skills needed for future success in the changing business landscape." -- Thomas J. Scott, Director/Advisor, Marketing Sciences Solutions, TGaS Advisors "Randy Bartlett has written an important and useful book, filling at least some of the large void between books that exhort managers to think more analytically without explaining how, and overly technical books that only quantitative analysts would appreciate. Particular strengths are the recommendations about how to organize to integrate analytical expertise into decision-making and the guidance about how managers can assess whether they

are getting good analytical advice." -- Douglas A. Samuelson, D.Sc., President and Chief Scientist, InfoLogix, Inc., Annandale, VA; quantitative analyst, inventor, entrepreneur and executive About the Book: The real tragedy of a company failing while using analytics is the fact that its leaders will have the data to explain the failure, but they won't have the capabilities in place to filter the data and convert it into actionable business insights. One implication of Big Data is that we need to adapt . . . quickly. A Practitioner's Guide to Business Analytics integrates powerful strategies for leveraging analytics inside a business with a how-to playbook of tactics to make it happen. The case for competing based on analytics is clear, but until now, there hasn't been authoritative guidance for inciting a corporate community to evolve into a thriving, analytics-driven environment. This hands-on book gives you the tools, knowledge, and strategies to capture the level of organizational commitment you need to get business analytics up and running in your company. It helps you define what business analytics is, quantify the exponential value it brings to an organization, and show others how to harness its power to gain advantage over competitors. Accomplished business information professional Randy Bartlett brings his comprehensive coverage to life with firsthand accounts of using business analytics at brand-name global companies. Through in-depth examinations of success stories and failures in analytics-based decision making and data analyses, he fully prepares you to: Assess your company's analytics needs and capabilities, and develop a strategic analytics plan Steward the three pillars of Best Statistical Practice and accurately measure the quality of analytics-based decisions and data analyses Build and organize a specialized Business Analytics Team to lead infrastructural changes Upgrade the foundation that supports business analytics--data collection, data software, and data management

Create the essential synergy for success between the Business Analytics Team and IT Effectively integrating analytics into everyday decision making, corporate culture, and business strategy is a multifront exercise in leadership, execution, and support. The specialized tools and skill sets required to succeed are finally in one resource--A Practitioner's Guide to Business Analytics.

The Data Driven Leader - Jenny Dearborn 2017-09-29
Data is your most valuable leadership asset—here's how to use it The Data Driven Leader presents a clear, accessible guide to solving important leadership challenges through human resources-focused and other data analytics. This engaging book shows you how to transform the HR function and overall organizational effectiveness by using data to make decisions grounded in facts vs. opinions, identify root causes behind your company's thorniest problems and move toward a winning, future-focused business strategy. Realistic and actionable, this book tells the story of a successful sales executive who, after leading an analytics-driven turnaround (in Data Driven, this book's predecessor), faces a new turnaround challenge as chief human resources officer. Each chapter features insightful commentary and practical notes on the points the story raises, guiding you to put HR analytics into action in your organization. HR and other leaders cannot afford to overlook the power and competitive advantages of data-driven decision-making and strategies. This book reflects the growing trend of CEOs choosing analytics-minded business leaders to head HR, at a time when workplaces everywhere face game-changing forces including automation, robotics and artificial intelligence. It is urgent that human resources leaders embrace analytics, not only to remain professionally relevant but also to help their organizations successfully navigate this digital transformation. HR professionals can and must: Understand

essential data science principles and corporate analytics models Identify and execute effective data analytics initiatives Boost HR and company productivity and performance with metrics that matter Shape an analytics-centric culture that generates data driven leaders Most organizations capture and report data, but data is useless without analysis that leads to action. The Data Driven Leader shows you how to use this tremendous asset to lead your organization higher.

Analytics Best Practices - Prashanth Southekal 2020-04-22
Deliver enterprise data analytics success by following Prashanth's prescriptive and practical techniques. Today, organizations across the globe are looking at ways to glean insights from data analytics and make good business decisions. However, not many business enterprises are successful in data analytics. According to Gartner, 80% of analytics programs do not deliver business outcomes. Mckinsey consulting says, less than 20% of the companies have achieved analytics at scale. So, how can a business enterprise avoid analytics failure and deliver business results? This book provides ten key analytics best practices that will improve the odds of delivering enterprise data analytics solutions successfully. It is intended for anyone who has a stake and interest in deriving insights from data analytics. The three key differentiating aspects of this book are: Practicality. This book offers prescriptive, superior, and practical guidance. Completeness. This book looks at data analytics holistically across the four key data analytics domains - data management, data engineering, data science, and data visualization. Neutrality. This book is technologically agnostic and looks at analytics concepts without any reference to commercial analytics products and technologies. Dr. Southekal proves why he is one of the leading thinkers on data and analytics today. 'Analytics Best Practices' is an indispensable guide for

business leaders and those looking to get into the analytics field on the nuances, challenges, and immense opportunities with data. Douglas B. Laney Principal, Data & Analytics Strategy, Caserta, and author of "Infonomics"

Be Data Driven - Jordan Morrow 2022-08-03
Make any team or business data driven with this practical guide to overcoming common challenges and creating a data culture. Businesses are increasingly focusing on their data and analytics strategy, but a data-driven culture grounded in evidence-based decision making can be difficult to achieve. Be Data Driven outlines a step-by-step roadmap to building a data-driven organization or team, beginning with deciding on outcomes and a strategy before moving onto investing in technology and upskilling where necessary. This practical guide explains what it means to be a data-driven organization and explores which technologies are advancing data and analytics. Crucially, it also examines the most common challenges to becoming data driven, from a foundational skills gap to issues with leadership and strategy and the impact of organizational culture. With case studies of businesses who have successfully used data, Be Data Driven shows managers, leaders and data professionals how to address hurdles, encourage a data culture and become truly data driven.

Building a Digital Analytics Organization - Judah Phillips 2013-07-25
Drive maximum business value from digital analytics, web analytics, site analytics, and business intelligence! In Building a Digital Analytics Organization, pioneering expert Judah Phillips thoroughly explains digital analytics to business practitioners, and presents best practices for using it to reduce costs and increase profitable revenue throughout the business. Phillips covers everything from making the business case through defining and executing strategy, and shows how to successfully integrate analytical processes,

technology, and people in all aspects of operations. This unbiased and product-independent guide is replete with examples, many based on the author's own extensive experience. Coverage includes: key concepts; focusing initiatives and strategy on business value, not technology; building an effective analytics organization; choosing the right tools (and understanding their limitations); creating processes and managing data; analyzing paid, owned, and earned digital media; performing competitive and qualitative analyses; optimizing and testing sites; implementing integrated multichannel digital analytics; targeting consumers; automating marketing processes; and preparing for the revolutionary "analytical economy." For all business practitioners interested in analytics and business intelligence in all areas of the organization.

Modern Analytics Methodologies - Michele Chambers 2014-03
Many organizations now understand the gap between their current analytical capabilities and where they need to be. Far fewer organizations know how to overcome that gap, monetize analytics, and fully capitalize on Big Data. Modern Analytics Methodologies helps you customize a complete roadmap for implementing analytics that supports your strategy, aligns with your culture, and is unique for your organization. Drawing on work with dozens of leading enterprises, Michele Chambers and Thomas Dinsmore describe high-value applications from many industries, and help you systematically identify and deliver on your company's best opportunities. Writing for both professionals and students, they show how to: Leverage the convergence of macro trends ranging from "flattening" and "green" to Big Data and machine learning Go beyond the Analytics Maturity Model: power your unique business strategy with an equally focused analytics strategy Link key business objectives with core characteristics of your organization,

value chain, and stakeholders Take advantage of game changing opportunities before competitors do Effectively integrate the managerial and operational aspects of analytics Measure performance with dashboards, scorecards, visualization, simulation, and more Prioritize and score prospective analytics projects Identify "Quick Wins" you can implement while you're planning for the long-term Build an effective Analytic Program Office to make your roadmap persistent Update and revise your roadmap for new needs and technologies

Data-driven Organization Design - Rupert Morrison 2015-10-03

SHORTLISTED: CMI Management Book of the Year 2017 - Management Futures Category Data is changing the nature of competition. Making sense of it is tough; taking advantage of it is even tougher. There is a clear business opportunity for organizations to use data and analytics to transform business performance. Data-driven Organization Design provides a practical framework for HR and organization design practitioners to build a baseline of data, set objectives, carry out fixed and dynamic process design, map competencies, and right-size the organization so everyone performs to their potential and organizations have a hope of getting and sustaining a competitive edge. Data-driven Organization Design shows how to collect the right data on organizations, present it meaningfully and ask the right questions of it to help complex, fluid organizations constantly evolve and meet moving objectives. Through the use of case studies, practical tips, and sample exercises, it explains in detail how to use data and analytics to connect all the elements of the system so you can design an environment for people to perform, an organization which has the right people, in the right place, doing the right things, at the right time. Whether you are looking to implement a long-term transformation, large redesign, or a one-off small scale project, Data-driven Organization

Design will guide you through making the most of organizational data and analytics to drive business performance.

Applying Business Intelligence Initiatives in Healthcare and Organizational Settings - Miah, Shah J. 2018-07-13

Data analysis is an important part of modern business administration, as efficient compilation of information allows managers and business leaders to make the best decisions for the financial solvency of their organizations. Understanding the use of analytics, reporting, and data mining in everyday business environments is imperative to the success of modern businesses. Applying Business Intelligence Initiatives in Healthcare and Organizational Settings incorporates emerging concepts, methods, models, and relevant applications of business intelligence systems within problem contexts of healthcare and other organizational boundaries. Featuring coverage on a broad range of topics such as rise of embedded analytics, competitive advantage, and strategic capability, this book is ideally designed for business analysts, investors, corporate managers, and entrepreneurs seeking to advance their understanding and practice of business intelligence.

Data Resource Design - Michael H. Brackett 2012-09-01

Data Fluency - Zach Gemignani 2014-11-03

A dream come true for those looking to improve their data fluency Analytical data is a powerful tool for growing companies, but what good is it if it hides in the shadows? Bring your data to the forefront with effective visualization and communication approaches, and let Data Fluency: Empowering Your Organization with Effective Communication show you the best tools and strategies for getting the job done right. Learn the best practices of data presentation and the ways that reporting and dashboards can help organizations effectively gauge

performance, identify areas for improvement, and communicate results. Topics covered in the book include data reporting and communication, audience and user needs, data presentation tools, layout and styling, and common design failures. Those responsible for analytics, reporting, or BI implementation will find a refreshing take on data and visualization in this resource, as will report, data visualization, and dashboard designers. Conquer the challenge of making valuable data approachable and easy to understand Develop unique skills required to shape data to the needs of different audiences Full color book links to bonus content at juiceanalytics.com Written by well-known and highly esteemed authors in the data presentation community Data Fluency: Empowering Your Organization with Effective Communication focuses on user experience, making reports approachable, and presenting data in a compelling, inspiring way. The book helps to dissolve the disconnect between your data and those who might use it and can help make an impact on the people who are most affected by data. Use Data Fluency today to develop the skills necessary to turn data into effective displays for decision-making.

Creating a Data-Driven Organization - Carl Anderson 2015-07-25
Through insightful interviews and examples from a variety of industries, Creating a Data-Driven Organization enumerates the different aspects of culture that contribute to great data-driven organizations. It will help you pause and consider, "are we really as data-driven as we could be?" By gaining valuable advice and insights from data science and analytics leaders of what worked and what didn't, this practical book will stimulate discussion among data scientists and data analysts in companies from small startups to large corporations about what you can do to make use of data. Understand what it means to be data driven Learn the tools you need to improve data collection Gain a deep

understanding of the analyst organization Get an introduction to doing data analysis Learn how to tell a story with data Understand and apply A/B testing Collect and analyze data while respecting privacy and ethics Learn about the data-driven C-suite

Creating Value with Big Data Analytics - Peter C. Verhoef 2016-01-08
Our newly digital world is generating an almost unimaginable amount of data about all of us. Such a vast amount of data is useless without plans and strategies that are designed to cope with its size and complexity, and which enable organisations to leverage the information to create value. This book is a refreshingly practical, yet theoretically sound roadmap to leveraging big data and analytics. Creating Value with Big Data Analytics provides a nuanced view of big data development, arguing that big data in itself is not a revolution but an evolution of the increasing availability of data that has been observed in recent times. Building on the authors' extensive academic and practical knowledge, this book aims to provide managers and analysts with strategic directions and practical analytical solutions on how to create value from existing and new big data. By tying data and analytics to specific goals and processes for implementation, this is a much-needed book that will be essential reading for students and specialists of data analytics, marketing research, and customer relationship management.

Minding the Machines - Jeremy Adamson 2021-06-25
Organize, plan, and build an exceptional data analytics team within your organization In Minding the Machines: Building and Leading Data Science and Analytics Teams, AI and analytics strategy expert Jeremy Adamson delivers an accessible and insightful roadmap to structuring and leading a successful analytics team. The book explores the tasks, strategies, methods, and frameworks necessary for an

organization beginning their first foray into the analytics space or one that is rebooting its team for the umpteenth time in search of success. In this book, you'll discover: A focus on the three pillars of strategy, process, and people and their role in the iterative and ongoing effort of building an analytics team Repeated emphasis on three guiding principles followed by successful analytics teams: start early, go slow, and fully commit The importance of creating clear goals and objectives when creating a new analytics unit in an organization Perfect for executives, managers, team leads, and other business leaders tasked with structuring and leading a successful analytics team, Minding the Machines is also an indispensable resource for data scientists and analysts who seek to better understand how their individual efforts fit into their team's overall results.

A Data-Driven Company - Richard Benjamins 2021-07-15
Are you planning to start working with big data,

analytics or AI, but don't know where to start or what to expect? Have you started your data journey and are wondering how to get to the next level? Want to know how to fund your data journey, how to organize your data team, how to measure the results, how to scale? Don't worry, you are not alone. Many organizations are struggling with the same questions. This book discusses 21 key decisions that any organization faces when travelling its journey towards becoming a data-driven and AI company. It is surprising how much the challenges are similar across different sectors. This is a book for business leaders who must learn to adapt to the world of data and AI and reap its benefits. It is about how to progress on the digital transformation journey of which data is a key ingredient.

Big Data for Big Decisions - Krishna Pera 2022-12
Building a data-driven organization (DOD) is an enterprise-wide initiative that may consume and

lock-up resources for a long term. Understandably, managers in organizations considering such an initiative would insist on a roadmap and a business-case to be prepared and evaluated prior to approval. Executive management would expect any such DDO initiative to have a clearly defined scope, objectives, and measures of success including a quantified monetary return from data-driven decisions. To meet this need, Big Data for Big Decisions: Building a Data-Driven Organization covers this white-space. It presents a step-by-step methodology to create a roadmap and business case and provides a narration of the constraints and experiences of managers who have attempted setting-up a data-driven organization. Many CIOs are struggling to explain to senior management the value an organization can gain from analytics. Given the hype in the market for Big Data, analytics, and AI, every organization has a budget for analytics, but very few make any headway. Most companies end-up investing into a visualization platform, which basically is an improved version of their business intelligence (BI) dashboard. Industry analysts have estimated that more than 75% of all analytics projects fail to deliver any value. This book provides a method to ensure materially improved decision-making and demonstrable value from investments in analytics. The book emphasizes "Big Decisions," which are the 10% of organizational decisions that influence 90% of business outcomes and are the key-decisions that seriously affect the profitability and growth-potential. Qualitative improvement of such key-decisions made on the basis of actionable insights have the potential to determine an organization's competitive advantage in the market. Also covered are: Decision prioritization The concept of knowns and unknowns Johari window for the organization as a person Decision prioritization Every enterprise aspires to become 100% data driven. This book provides guidance for such

endeavors and encouragement for organizational managers as they make the data journey.

The Data-driven Organization - Jonas Rashedi 2023-01-21
Data has become an indispensable success factor for every company. However, the road towards a data-driven organization is paved with numerous challenges. This book presents a process model for the path to a data-driven company and provides recommendations for the design of all relevant fields of action: Which structures need to be created? Which systems and processes have proven beneficial? How can the quality of the data be ensured and what requirements exist for a data-driven organization in the areas of governance and communication? And last but not least: How can employees be brought along on the journey and what implications does the data-driven organization have for our corporate culture? The book presents an orientation and action framework for the strategic and operational design of a data-driven organization and is valuable for managers who are involved in data management in companies and organizations.

Analytics - Phil Simon 2017-07-03
For years, organizations have struggled to make sense out of their data. IT projects designed to provide employees with dashboards, KPIs, and business-intelligence tools often take a year or more to reach the finish line...if they get there at all. This has always been a problem. Today, though, it's downright unacceptable. The world changes faster than ever. Speed has never been more important. By adhering to antiquated methods, firms lose the ability to see nascent trends—and act upon them until it's too late. But what if the process of turning raw data into meaningful insights didn't have to be so painful, time-consuming, and frustrating? What if there were a better way to do analytics? Fortunately, you're in luck... Analytics: The Agile Way is the eighth book from award-winning author and Arizona State University professor Phil Simon.

Analytics: The Agile Way demonstrates how progressive organizations such as Google, Nextdoor, and others approach analytics in a fundamentally different way. They are applying the same Agile techniques that software developers have employed for years. They have replaced large batches in favor of smaller ones...and their results will astonish you. Through a series of case studies and examples, Analytics: The Agile Way demonstrates the benefits of this new analytics mind-set: superior access to information, quicker insights, and the ability to spot trends far ahead of your competitors.