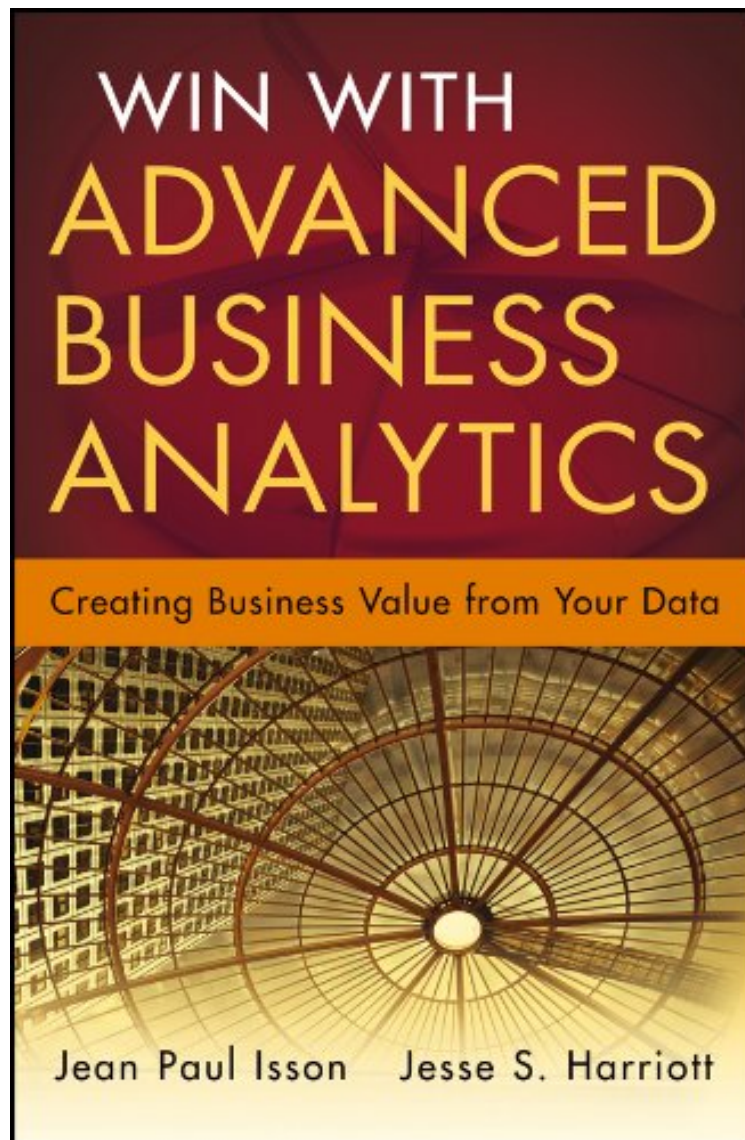


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Win with Advanced Business Analytics: Creating Business Value from Your Data (Wiley and SAS Business Series)

Jean-Paul Isson, Jesse Harriott
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Jean-Paul Isson, Jesse Harriott : Win with Advanced Business Analytics: Creating Business Value from Your Data (Wiley and SAS Business Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Win with Advanced Business Analytics: Creating Business Value from Your Data (Wiley and SAS Business Series):

0 of 0 people found the following review helpful. A great "how to" on using data in organizational decision makingBy

Jesse Ofner This is a solid book that delivers a framework that is accessible for professionals working in organizations today. This book is not just a collection of anecdotes like other titles on the subject. The authors provides a solid approach to starting or improving an organizations ability to use data in decision making. It gives the check lists and questions that need to be asked by anyone or any group looking to leverage the power of data in decision making. It's one thing for the CEO to talk about, "Big Data" via the marketing and communications team. It's another for an organization to transform into a data driven organization. This book lays bare the realities of what it takes to make the promises of big data and super computing come true. I recommend it a great general knowledge primer. Jesse Ofner 13 of 3 people found the following review helpful. For anyone looking to jump start their world of analytics or those already in the game By D. Hampton Understanding analytics can be a daunting task that balances the line between nontechnical and technical concepts. To be successful, companies need to leverage analytics in a multitude of ways to help be more competitive, drive innovation and business growth, and be successful in an increasingly demanding work environment. With many ways to present and understand data, the book, Win with Advanced Analytics, provides the framework and concepts to applying business analytics in your organization in a clear and concise manner. Supporting the creation of value from data assets, the authors, Isson and Harriott, present best practices for those both new and seasoned to analytics. Building on previously unrelated data assets throughout an organization, (e.g., marketing-specific, product-specific, customer-specific, etc.), the authors help cross the barriers to showcase how key business questions cut across departments. From the first anecdote, regarding data-mining techniques used to predict pregnancy through online shopping activity, readers will find light and fun illustrations of insight gained through the use of "big data." The concepts are simple, "articulate and prioritize the key questions [you] want business analytics to answer," understand that "business analytics is most useful when it is predictive," and be effective through "the integration and synthesis of various information disciplines across the organization." This book is a must read if you are looking to succeed in analytics. 0 of 0 people found the following review helpful. The ultimate guide you need to put advanced business analytics in action to compete and win! By Alejandro Del Moral A simple foundation: who takes the best data driven decisions wins the game! In today's globally competitive marketplace organizations are inundated with tons of information. And many times I have seen people getting lost in the decision making process because of the lack of knowledge regarding how to process that information. This book is a great piece of advice regarding how to handle data in order to transform it in comprehensive source of knowledge for everyone in order to drive the decisions to excel! Understanding analytics can be check mate to win the game! This book is a must read for every corporate citizen who wants to check mate their competition!

Plain English guidance for strategic business analytics and big data implementation In today's challenging economy, business analytics and big data have become more and more ubiquitous. While some businesses don't even know where to start, others are struggling to move from beyond basic reporting. In some instances management and executives do not see the value of analytics or have a clear understanding of business analytics vision mandate and benefits. Win with Advanced Analytics focuses on integrating multiple types of intelligence, such as web analytics, customer feedback, competitive intelligence, customer behavior, and industry intelligence into your business practice. Provides the essential concept and framework to implement business analytics Written clearly for a nontechnical audience Filled with case studies across a variety of industries Uniquely focuses on integrating multiple types of big data intelligence into your business Companies now operate on a global scale and are inundated with a large volume of data from multiple locations and sources: B2B data, B2C data, traffic data, transactional data, third party vendor data, macroeconomic data, etc. Packed with case studies from multiple countries across a variety of industries, Win with Advanced Analytics provides a comprehensive framework and applications of how to leverage business analytics/big data to outpace the competition.

From the Inside Flap Today's companies operate on a global scale and are inundated with an overwhelming volume of data from a number of multiple locations and sources: B2B data, B2C data, traffic data, transactional data, third-party vendor data, and macroeconomic data, among others. While some businesses don't even know where to start, others are still struggling to move beyond basic reporting. In some instances, management and executives don't have a clear understanding of business intelligence and don't see the value of analytics. With valuable insights from authors Jean Paul Isson and Jesse Harriott--renowned business intelligence (BI) leaders--Win with Advanced Business Analytics: Creating Business Value from Your Data provides CFOs, chief marketing officers, directors of marketing, and business managers with a new way of looking at integrating the multiple types of intelligence into their business practice. Written clearly for the nontechnical professional, this definitive guide shows you how to gain the most opportunity and value from every type of business intelligence, with essential guidance on: The challenge of business analytics The BASP framework: pillars of business analytics success Big and little data--different types of intelligence leveraging digital analytics effectively Winning with predictive analytics Social media analytics Mobile analytics The future of analytics Use data more effectively. Take your analytics to the next level. Unleash the potential buried in your company's data. Do it all with the visionary guidance found in Win with Advanced Business Analytics. From the

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