

Analytics At Work Smarter Decisions Better Results

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Analytics At Work Smarter Decisions

Now, in Analytics at Work, Davenport, Harris, and coauthor Robert Morison reveal how any manager can effectively deploy analytics in day-to-day operations—one business decision at a time. They show how many types of analytical tools, from statistical analysis to qualitative measures like systematic behavior coding, can improve decisions about everything from what new product offering might interest customers to whether marketing dollars are being most effectively deployed.

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Analytics at Work: Smarter Decisions, Better Results. Most companies have massive amounts of data at their disposal, yet fail to utilize it in any meaningful way. But a powerful new business tool - analytics - is enabling many firms to aggressively leverage their data in key business decisions and processes, with impressive results. Most companies have massive amounts of data at their disposal, yet fail to utilize it in any meaningful way.

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Packed with tools, frameworks and all new examples, "Analytics at Work" makes analytics understandable and accessible to a wider audience of managers in all types of companies and teaches all managers how to make their companies more analytical....more

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Analytics at Work: Smarter Decisions, Better Results

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Analytics at Work: Smarter Decisions, Better Results [Book] Most companies have massive amounts of data at their disposal, yet fail to utilize it in any meaningful way. But a powerful new business tool - analytics - is enabling

Analytics at Work: Smarter Decisions, Better Results [Book]

Analytics at Work by Davenport, Harris, and Morison is built in-part on the first two authors' previous book (Competing on Analytics, Harvard Business Press, 2007) but this one is more of a how-to book— oriented to fact-based decision making. The authors show that analytics can start as simply as identifying key activities, creating simple ...

Analytics at Work: Smarter Decisions, Better Results

Description of the book "Analytics at Work: Smarter Decisions, Better Results": Most companies have massive amounts of data at their disposal, yet fail to utilize it in any meaningful way. But a powerful new business tool - analytics - is enabling many firms to aggressively leverage their data in key business decisions and processes, with impressive results.

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According to a survey described in the new book from Thomas Davenport and Jeanne Harris, Analytics At Work: Smarter Decisions, Better Results, "two-thirds of large US companies researched believe they need to improve their enterprise analytics capabilities" and "nearly three quarters said they are working to increase their company's business analytic usage."

Analytics At Work: Smarter Decisions, Better Results ...

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Analytics at work : smarter decisions, better results ...

Analytics at Work: Smarter Decisions, Better Results. Hardcover - Feb. 8 2010. by Thomas H. Davenport (Author), Jeanne G. Harris (Author), Robert Morison (Author) & 0 more. 4.3 out of 5 stars 43 ratings. See all 3 formats and editions. Hide other formats and editions. Amazon Price.

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Analytics at work : : smarter decisions, better results

Combining the science of quantitative analysis with the art of sound reasoning, Analytics at Work provides a road map and tools for unleashing the potential buried in your company's data. It provides very practical advice one can use to evaluate one's own environment and potential. It offers ideas that can be used in any size organization.

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