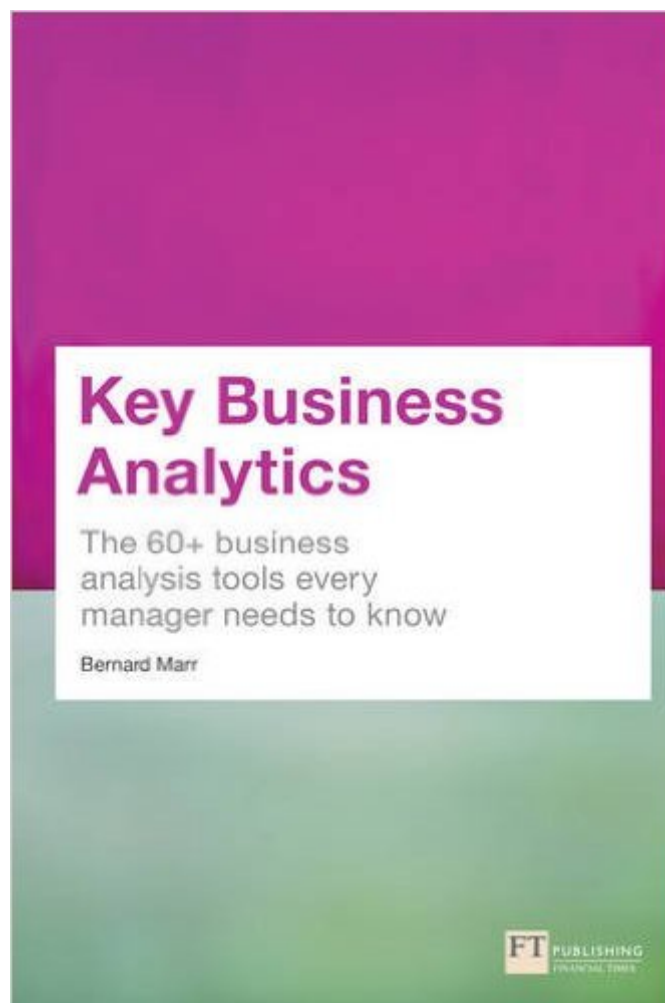# Key Business Analytics: The 60+ Tools Every Manager Needs To Turn Data Into Insights: – Better Understand Customers, Identify Cost Savings And Growth Opportunities

Synopsis

Key Business Analytics will help managers apply tools to turn data into insights that help them better understand their customers, optimize their internal processes and identify cost savings and growth opportunities. Â Â It includes analysis techniques within the following categories: Financial analytics â " cashflow, profitability, sales forecasts Market analytics â " market size, market trends, marketing channels Customer analytics â " customer lifetime values, social media, customer needs Employee analytics â " capacity, performance, leadership Operational analytics â " supply chains, competencies, environmental impact Bare business analytics â " sentiments, text, correlations Each tool will follow the bestselling Key format of being 5-6 pages long, broken into short sharp advice on the essentials: What is it? When should I use it? How do I use it? Tips and pitfalls Further reading This essential toolkit also provides an invaluable section on how to gather original data yourself through surveys, interviews, focus groups, etc.

Book Information

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Customer Reviews

Books on analytics tools are rarely found in the market. This concise book is great for managers and those interested in this field to better understand how analytics tools can be applied in businesses. The author also briefly touches on Big Data which is a fundamental background for understanding current situation of analytics. Data types and format are also mentioned.This book is divided into seven major parts ranging from fundamental to some particular analytical techniques being used in businesses. The book provides analytics tools which cover Bare analytics, Analytics input tools/data

collection methods, Financial analytics, Market analytics, Customer analytics, Employee analytics and Operational analytics.The author uses concise â œQuestionsâ • and â œAnswerâ • to explain the meaning of each tool. Practical examples are also included. You will also find helpful information in Tip and Trap provided in every chapter of the book. Operational analytics described in part seven is an interesting topic where it can be used for analyzing huge data and get the result in almost real time.Conducting an analytics task is a challenge. It requires great effort, understanding, skilled employees, leadership and the right tools. It is inevitable that sooner or later more and more companies will realize that analytics is an important tool to unlock valuable hidden patterns from their recorded data and will also be embedded in companyâ ™s daily job functions. This book can help you to use an appropriate tool for analyzing valuable data for your business. To read this book, you can pick up a topic you are interested in or read it through. This book is a business book. Therefore, no technical details on analytics or technical jargons are provided. In my view, it would be helpful for readers if the author could briefly provide commercial software tools and open source analytics programming languages in the book.

Key Business Analytics: The 60+ tools every manager needs to turn data into insights: - better understand customers, identify cost savings and growth opportunities Analytics: Data Science, Data Analysis and Predictive Analytics for Business (Algorithms, Business Intelligence, Statistical Analysis, Decision Analysis, Business Analytics, Data Mining, Big Data) Data Analytics: What Every Business Must Know About Big Data And Data Science (Data Analytics for Business, Predictive Analysis, Big Data) Data Analytics: Practical Data Analysis and Statistical Guide to Transform and Evolve Any Business. Leveraging the Power of Data Analytics, Data ... (Hacking Freedom and Data Driven) (Volume 2) Analytics: Data Science, Data Analysis and Predictive Analytics for Business RSMeans Concrete and Masonry Cost Data 2016 (Rsmeans Concrete/Masonry Cost Data) Rsmeans Assemblies Cost Data: Assemblies Cost Data RSMeans Building Construction Cost Data 2012 (Means Building Construction Cost Data) RSMeans Heavy Construction Cost Data 2012(Means Heavy Construction Cost Data) Even You Can Learn Statistics and Analytics: An Easy to Understand Guide to Statistics and Analytics (3rd Edition) Data Science and Big Data Analytics: Discovering, Analyzing, Visualizing and Presenting Data Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) Nora Roberts Key Trilogy CD Collection: Key of Light, Key of Knowledge, Key of Valor HSA Owner's Manual - Second Edition: What Every Accountholder, Employer, and Benefits Consultant Needs to Know about Health

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