



Business Analytics: A Practitioner's Guide: 186 (International Series in Operations Research & Management Science)

Rahul Saxena, Anand Srinivasan

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This book provides a guide to businesses on how to use analytics to help drive from ideas to execution. Analytics used in this way provides “full lifecycle support” for business and helps during all stages of management decision-making and execution.

The framework presented in the book enables the effective interplay of business, analytics, and information technology (business intelligence) both to leverage analytics for competitive advantage and to embed the use of business analytics into the business culture. It lays out an approach for analytics, describes the processes used, and provides guidance on how to scale analytics and how to develop analytics teams. It provides tools to improve analytics in a broad range of business situations, regardless of the level of maturity and the degree of executive sponsorship provided.

As a guide for practitioners and managers, the book will benefit people who work in analytics teams, the managers and leaders who manage, use and sponsor analytics, and those who work with and support business analytics teams.

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