



5 Keys to Business Analytics Program Success (Paperback)

By J. Boyer, B. Frank, B. Green

MC Press, LLC, United States, 2012. Paperback. Condition: New. Language: English . Brand New Book. A roadmap to understanding and achieving excellence in business analytics initiatives With business analytics is becoming increasingly strategic to all types of organizations and with many companies struggling to create a meaningful impact with this emerging technology, this book based on the combined experience of 10 organizations that display excellence and expertise on the subject shares the best practices, discusses the management aspects and sociology that drives success, and uncovers the five key aspects behind the success of some of the top business analytics programs in the industry. Readers will learn about numerous topics, including how to create and manage a changing business analytics strategy; align business priorities to technological innovation; quantify and demonstrate tangible business value; implement program processes that balance agility, empowerment, and control; and architecting a business analytics technology solution with future innovation in mind. This is the ideal resource for any organization that wants to learn how a business analytics program can help manage value, employees, and technology to translate strategies into actionable insight and achievement.



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