**Business Analytics**

**Prof. Anitesh Barua**

**Session1 (17th May, 2023): Competing on Analytics**

* Competitive advantage through predictive analytics
  + transforming and creating new business processes and decisions
  + creating new business models
  + creating new products
* The synergy between analytics and other technologies such as IoT and blockchain
* Bias, discrimination and fairness in predictive analytics

Readings:

“[Stitch Fix - A Blue Ocean Retailer in the AI World](https://hbsp.harvard.edu/product/IN1630-PDF-ENG?Ntt=Stitch%20Fix&itemFindingMethod=search)”**,** by: [W. Chan Kim;](https://hbsp.harvard.edu/search?action=&author=W.%20Chan%20Kim)[Renee Mauborgne;](https://hbsp.harvard.edu/search?action=&author=Renee%20Mauborgne)[Melanie Pipino](https://hbsp.harvard.edu/search?action=&author=Melanie%20Pipino) IN1630-PDF-ENG

**Session 2 (20th May, 2023): The Business of Machine Learning and Artificial Intelligence**

* How ML and AI are related but distinct from each other (i.e., what they are)
* How these technologies are finding innovative applications in forward-thinking companies (both traditional and new-age)
* Use cases of how ML and AI are creating value

Readings:

## “[How Harley-Davidson Used Artificial Intelligence to Increase New York Sales Leads by 2,930%](https://hbsp.harvard.edu/product/H03NFD-PDF-ENG?Ntt=Harley%20Davidson%20Artificial%20Intelligence&itemFindingMethod=search)” by [Brad Power](https://hbsp.harvard.edu/search?action=&author=Brad%20Power), H03NFD-PDF-ENG

**Session 3 (24th May, 2023): The Analytics of Unstructured Data**

* Unstructured data (e.g., text, images, speech, etc.) is the key to cutting-edge applications of ML and AI
* Novel applications
* How it helps firms understand their
  + customers and better engage with them
  + competition
* Myriad applications from retail to healthcare

Readings:

**“**Generating Perceptual Maps from Social Media Data**”, b**y: [Oded Netzer](https://hbsp.harvard.edu/search?action=&author=Oded%20Netzer)CU136-PDF-ENG