



ALY 6060

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Week 3

# Feedback on Homework

- Citations needed
- Do not cut and paste other people's words into your document as if they were your own words
- Everything in reference list must be cited
- Don't number your paragraphs.
- Don't format paper as a series of questions and answers
- Address all points in the assignment

is where we use the concept of Big Data Analytics. It is the process of uncovering trends, patterns, and correlations in large amounts of raw data which can help organizations make data-informed decisions. The ability to analyze more data at a faster rate can provide big benefits to an organization, allowing it to more efficiently use data to answer important questions. Big data analytics lets organizations use huge amounts of data in multiple formats from multiple sources to identify opportunities and risks, helping organizations move quickly and improve their bottom lines (Molly, 2016).

goal of analytics <sup>4</sup> is to help people to make decisions based on the output of the model.

< [www.mybusiness.com.au](http://www.mybusiness.com.au)

Internet Source



;transform:translateX(-50%);left:50%}.interscrollHeader\_bot{margin-top:100vh} @media only screen and (max-width: 480px){.b-article p{display:inline-block}} Managing Big Data for your business in 2019 **Traditional business models are now being broken down in favour of decision making that heavily incorporates Big Data management and data analytics. A McKinsey Global Institute survey showed that data-driven organisations are 23 times more**

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Traditional business models are now being broken down in favor of decision making that heavily incorporates Big Data management and data analytics. A McKinsey Global Institute survey showed that data-driven organizations are 23 times more likely to acquire

happened in the past and business decision making is decisions, rather than working which works on prior data to es rather than just making

# Business Intelligence

- A broad category of applications, services, and technologies for gathering, storing, analyzing, and accessing data for decision-making
- A set of independent systems that aggregate data from multiple sources, prepare the data for analysis, and then provide reporting and analysis on that data from a central viewpoint.
- Some common BI tools: Python, Qlik Sense, Tableau, Bold B, IBM Watson Analytics, Power BI
- Traditionally, BI requires users to leave their workflow applications to look at data insights in a separate set of tools

# BI vs. “Embedded Analytics”

- What do you know about Embedded Analytics?

# Activity

- Read “Top embedded analytics examples in enterprise analytics”
- Answer the question:
  - What is embedded analytics, and how is it different from traditional BI?



# Embedded Analytics

- Embedded analytics is the technology designed to make data analysis and business intelligence more accessible by any application or user.
- Embedded analytics software delivers real-time reporting, interactive data visualization and/or advanced analytics, including machine learning, directly into an enterprise business application.<sup>[3]</sup> The data is managed by an analytics platform, and the visualizations and reports are placed directly within the application user interface.<sup>[3]</sup>
- This immediacy makes embedded analytics much more intuitive and likely to be viewed by users.<sup>[5]</sup> A December 2016 report from Nucleus Research found that using BI tools, which require toggling between applications, can take up as much as 1-2 hours of an employee's time each week, whereas embedded analytics eliminate the need to toggle between apps.<sup>[6]</sup>
- Enables fast, data-driven decision making.



# Signature Assignment

- See instructions and rubric in Week 3 module in Canvas
- Review expectations

# Week 3 Tasks

- No homework assignment to submit, but...
- The focus of this week addresses a required item in the Signature Assignment—
  - The role of models, user interface, culture, and design in a quality DSS/BI/embedded analytics system
- You will identify these features during class time for future use in your Signature Assignment

# Chapter Questions

- CH. 4: What is a model? How are models and analytics related? How are they different? How can a designer improve the users' understanding of results of a model in a DSS?
- CH. 5: What is the user interface of a DSS, and why is it important? How would you evaluate the user interface of a DSS?
- CH. 6: What guidelines would you provide to a designer of a transnational DSS to help him or her be more sensitive to the needs of decision makers in all countries? In particular, what aspects of the system are most likely to be affected by the transnational nature of the system? How?
- CH. 7: Identify the critical success factors associated with DSS design. How would designers evaluate these factors prior to beginning a project?

# Activity

- Pairs of students will be formed
- Each pair will be assigned one question
- Each pair will craft a well-articulated response of no more than 2500 characters (approximately 400-500 words)
  - Use Google Doc or another collaborative tool to work together
- Post the response at: <https://www.research.net/r/KYV9YW6> by the end of class time
- Responses will be evaluated for completeness, clarity, and originality and will count toward class participation for the week
- After class, responses to all of the questions will be shared with all students
  - Use these responses as a resource for your Signature Assignment