**Discussion 1**

Read the first chapter of Eckerson. Select one analytics leader highlighted and comment on their perspective. What do you agree with, what do you disagree with? How do you define “analytical leader”? What do you think most analytical leaders miss? Why?

**My comments on Kurt Thearling perspective:**

I have selected Kurt Thearling as an Analytics leader and want to drive some thoughts on his perspectives here. He has done a lot of case studies, research, and developed Data Mining Tools at his early careers. He is a person who always thrives for more in terms of learning and working on technological aspects in Analytics. He is very keen in delivering value at the Intersection of Analytics and Business. This has drove me to think further and why he is so fond of Analytics in Business. For example, let’s take Amazon eCommerce, It always aims to better provide all the services to its Customers at any cost. For this it also developed various strategies and solutions. In this, Analytics plays an important role to keep track, monitor, analyze, and produce several customized recommendations to all its customers. For this amazon has developed an appropriate data and analytical infrastructure to scale over the time. So, I agree with him and hoping to see a great activity in Analytics arena in the coming days.

**An Analytical Leader is…:**

An Analytical Leader who is someone plays an important role in making and taking strategic decisions and defines the future path of a company’s business. They should have a blend of business and technology sense to better understand the issues and cater the needs accordingly.

**Analytical leaders miss these:**

* Providing Value to their customers
* Lack of focus on their approach
* Cannot handle difficult situations
* No long-term thinking
* Lack in Business/ Technology views

These are very general but important to take care of with. I believe these were missed by many of the Analytical leaders who are not highly skilled in their domains, those who do not have business understanding, and also who lack in having a vision for certain product/ service/ company.

**References:**

[1] Eckerson, W. (2012). Secrets of Analytical Leaders: Insights from Information Insiders (First ed.). Technics Publications, LLC.

**Discussion 2:**

What approach have you found most successful in getting leadership buy-in for an analytics approach for an organization? What wisdom have you gained from experience or the reading? What will you try in the future? Why?

If you do not currently work in analytics, what approaches have you seen used in the past to get buy-in from leaders? Were they successful? Why do you think they were or were not?

**Strategies in getting the Leadership buy-in:**

There are several effective data translation paths, however, there are numerous evident hazards. Several businesses accept a lower route and perish, putting their toes wet instead of completely adopting the challenge of becoming a data-driven company.

These are some approaches to follow to be most successful in getting the analytics leader in the company:

* Do not even make acquiring a creative data scientist for the best position a priority
* Leverage others voice to achieve long term goals
* Make a Why Statement and build a vision with others
* Do not hire a specialist who isn't familiar with the reporting and analytics industry
* Strengthen relationships between the C-suite and the rest of the company
* A brief roadmap to the future development in the Analytics industry
* The introduction of innovative market potential and propositions must be emphasized

Companies should embrace agile practices and follow the slogan of assessing and learn to discover the unique potential in analytics and provide insights that will eliminate user problem areas and boost profitability.

In my view, there is an additional significant pattern that may emerge, such as the various methods wherein data is organized and handled inside different organizations, in response to the large relevance of analytics and its career outlook. This implies that, although analytics is improving as a choice tool, it is still in its initial phases of growth and therefore will keep evolving and grow as long as it supports quantifiable advantages to the business.

**References:**

[1] Kristi Hedges, (March 16, 2015), How To Get Real Buy-In For Your Idea, Article, https://www.forbes.com/sites/work-in-progress/2015/03/16/how-to-get-real-buy-in-for-your-idea/?sh=620ae3de4044

**Discussion 3**

How do you find good analysts and data developers? Do you have sources within your organization? What about when you need to look outside the organization? What characteristics are important for an analyst vs. a data developer? If you are not responsible for hiring or finding team members, describe what you would look for in a hire or a team member? What do you think is the most important quality(s) for team members?

A good analyst must be able to communicate or present ideas clearly and confidently such that a non-technical audience can grasp the subject matter easily and also, this can help sway decision makers toward the right decisions.

A good analyst should pay attention to details, this can help him or her to question or manage suspicious events during any data analysis project to avoid making a costly mistake down the line.

It is important to be able to look at disjoint thought or action, see pattern that the ordinary people will ignore and also translate those less obvious patterns into business meanings.

A good analyst must never rest on his laurels; he or she must strive to become better either in data, tools, presentation and communication styles etc.

Ask good questions like:

* What kind of relationship will develop after these fields are linked?
* Many-to-many relationships should be avoided.
* Will my data model grow with me?
* How easy will it be to add new data sources and modify the model in the future?
* Is it possible to simplify the relationship without compromising performance?

Skills required are R, SAS, Python, Matlab, SQL, No SQL, Hive, Pig, Hadoop, Spark, Tableau, Power BI. Python and R are developing their features and functionalities to ease the process of Data Analysis with high speed and accuracy.

When done correctly, data analysis is both intriguing and informative. By analyzing data that is frequently difficult to interpret, top-tier data analysts can assist their respective firms in determining why business is the way it is.

**References:**

[1] Finn Pierson, (July 12, 2017), Top 5 traits of a good data analyst, Big Data Made Simple, https://bigdata-madesimple.com/5-traits-good-data-analyst/

**Discussion 4**

What strategies have you found to be helpful when managing analytics projects? How do you manage the quality of the project? What do you struggle with the most? What did you find helpful in the reading? If you are not working in a leadership role, describe how you might put the readings to use? What strategies have you seen be helpful in managing projects? How would they apply to an analytics project?

The first step that I found is to determine who your stakeholders are and what inspires them. Anyone who is influenced by your work, has influence or control over it, or is interested in its success is referred to as a stakeholder. Find candidates for project positions that are a good fit for their skills and interests. Even when tempers flare, always treat people with respect. Praise frequently, especially when you recognize good behavior. All parties engaged should receive training and coaching. Allow people to express their thoughts and opinions with the group and participate in decision-making. Make time to meet with each challenging stakeholder separately.

My project managers mainly utilize numerous analytical reports and drill-down charts to analyze complex project data and forecast their behavior and results in real-time using data analytics approaches. This predictive data can help project managers make more informed decisions and maintain projects on track and within budget. Project teams might use a data-driven analytics method to evaluate prescribed data and identify particular trends and patterns. This study can be used by executives to see how projects and assets are performing and what strategic changes they can continuously upgrade the rate of success.

It's not easy to convey data appropriately. To truly grasp what a client wants, you'll need to dig deep into the data, analyze it, and communicate it clearly, typically using data examples and visuals. To summarize, good data quality necessitates disciplined data governance, stringent incoming data management, and careful data pipeline design.

**Reference:**

[1] Joe McFarren, (May 28, 2021), 5 Tips for Managing a Successful Analytics Project, Tesselation Tech, https://tessellationtech.io/5-tips-for-managing-a-successful-analytics-project/

**Discussion 5**

When looking at the big picture of data analytics and data analytics projects, what is the most challenging for your organizations? Why do you think that is? How has the readings informed your assessment? If you are not currently working in the data analytics field or for a company engaging in data analytics work, find and post an article that discusses leadership of data analytics or leading with data.

I successfully completed an internship with Esri. Esri is a data-driven organization. Their businesses make data-driven actions, that indicates they are surer that their decisions will yield positive results because they have data to back them up. Esri employs business intelligence to assist other businesses in effective decision - making. Whether it's marketing strategy, market analysis, client testimonials, prediction, or any other problem for which data can be obtained, evaluating data will offer firms with the insights they have to create the greatest decisions possible. Gathering data is among the most difficult tasks. We also require a storage facility. We must combine organized and unstructured data from both online and offline sources, as well as data from both internal and external sources. The abundance of data and the complexity of the project are both significant challenges in and of itself. It's more about comprehending the data, as practically all of the data obtained contains significant differences.

I have used business intelligence tools to extract, transform, and load data for analysis, and then present the results in reports, alerts, and scorecards. It's critical to tell a data story that includes as much what, how, and why as possible. This will transform your data into valuable business insights and decisions. Process issues include a variety of approaches for capturing data, integrating data, transforming data, selecting the correct model for analysis, and delivering the results. I've utilized some predictive analytics to do forecasting and statistical modeling to figure out what the future holds.

**References:**

[1] Thomas H. Davenport. (January 2006). Competing on Analytics. *Analytics And Data Science Magazine*. Retrieved from https://hbr.org/2006/01/competing-on-analytics