

# SCM 651: Business Analytics

---

WEEK 1

# Agenda

---

Introductions

Course Overview

Why Business Analytics?

Articles from Industry

Examples from Industry

Team Formation

Upcoming Assignments

Wrap up and Feedback

# Overview

---

## Introductions

- Name, role, why did you take Business Analytics

## Course overview

- Designed in fall 2013
- Met with executives to identify technology and techniques
  - McKinsey, IRI, Proctor & Gamble, Unilever, National Grid, Constellation Brands, VWR International, Publicis Kaplan Thayer, Transaver
- Objective: include technology & business interpretation of results
- Reviewed ~50 books – no book purchase required
- Reviewed numerous articles – free download from library
- Will use software recommended by executives – Excel, Access, Google Analytics, R, Tableau (free access)
- Basis for courses in Marketing, Accounting, Finance analytics and Lean Six Sigma

# Course content

---

## Syllabus review

- Four group homework assignments
- Individual participation and peer review score
- Individual final exam

## Grading curve

- May be adjusted at end of semester

## Weekly articles

- Download articles from library (free), read and be prepared to discuss in the live session

## Hands-on exercises

- Run all exercises in instructions on website

# Why Business Analytics?

---

## Demand for expertise

- Accenture Analytics now has 20,000 employees in the management consulting and technology area<sup>(1)</sup>
- Procter & Gamble it is in the process of quadrupling its analytics expertise<sup>(1)</sup>
- 140,000 to 190,000 shortfall of talent with deep analytical skills (McKinsey)<sup>(2)</sup>
- 4.4 million demand for analytical skills (Gartner Group) <sup>(2)</sup>

(1) <http://www.informationweek.com/software/information-management/big-data-talent-war-10-analytics-job-trends/d/d-id/1103566?>

(2) <http://fortune.com/2013/09/04/the-big-data-employment-boom/>

# Article #1: Business Analytics

---

## Business Analytics Insight: Hype or Here to Stay?

- How are companies using analytics?
- Which analytics techniques does your company use?

# Article #2: GE

---

## GE and the Culture of Analytics

- How is GE using analytics for process improvement?
- What did they do to accelerate analysis and results?
- Why is culture important?

# Article #3: Location Analytics

---

## Location Analytics: Bringing Geography Back

- What are some applications of geographic data in businesses?
- What are the advantages of consolidating individual accounts by location?  
What are the risks of consolidation?
- How is your company using geographic data?



# Example of Analytics in Industry

---

L.L. Bean pricing

Amazon.com pricing

Amazon.com video

# Google Analytics & Team Formation

---

## Google Analytics

- Set up a Google account using your syr.edu email address, following the instructions distributed by your instructor

## Teams

- Form teams of 4-5 students each
- Send email to instructor with your teams no later than Friday
- Teams to be finalized in next class

# Upcoming assignments

---

## **1. Homework –**

Create your teams and send me an email with the names by **Friday**  
*Homework #1 due before live session #4*

## **2. Hands-on Excel:**

Excel Financials (NPV, IRR)

Excel Statistics (Descriptive Stats, Correlations Regressions, Moving Avg)

*Complete before our next live session*