SCM 651: Business Analytics

WEEK 4

Agenda

Welcome/Polls

Homework #1: review

Homework #2: discussion

Review of concepts

Group discussion of articles

Upcoming Assignments

Wrap up/feedback

Homework #1

Pivot table

Pivot charts

Correlation – any negative correlations?

Regression – any non-intuitive results?

Prediction model

Non-intuitive results and additional data

Homework #2

Campaign time frames, costs, effectiveness

Future campaign: geographic regions, key words, day of week and time of day

Allocation of costs by program and region

Performance measures

Other data that would be helpful

Example of how to find information in Google Analytics

Week 4 - Review

Importing data into Access
- ◦ Excel spreadsheets, text files, XML, et al.

Relationships can be created
- ◦ When retrieving data
- ◦ Between common fields in two tables

Week 4 - Review

Grouping
- Collapses together rows of data according to the field grouped
- It does not form calculations

Criteria
- Identifies a subset of data

Calculations
- Can be used to calculate min, max, sums, average, standard deviations, variance, counts, etc.

Week 4 - Review

Dirty data

◦ To identify inconsistent key fields used to match two tables, use both a left and right join

Complex queries

◦ Important to clean out dirty data and ensure that you have correct relationships before performing a complex query

Article #1: Minding the Analytics Gap

Minding the Analytics Gap

- What is the barrier to using analytics?
- What can be done on the production and consumption side of analytics to overcome this barrier?
- Describe the three levels of analytics maturity

Article #1: Minding the Analytics Gap

Minding the Analytics Gap

- What is the barrier to using analytics?
  - Translating analytics into business actions
- What can be done on the production and consumption side of analytics to overcome this barrier?
  - Production: data analysts can learn more about business
  - Consumption: managers can takes steps to become savvier at understanding analytical results
- Describe the three levels of analytics maturity
  - Analytically Challenged: lack data management and analytical skills
  - Analytical Practitioners: use analytics for operational purposes; "just good enough data"
  - Analytical Innovators: more strategic in analytics applications; place high value on data, higher levels of data management and analytical skills

Article #2: Innovating with Analytics

Innovating with Analytics

- Describe the three characteristics of analytics innovators

Article #2: Innovating with Analytics

Innovating with Analytics

- Describe the three characteristics of analytics innovators
  - Tend to use more data: strong correlation between analytics to create competitive advantage and how much data they use
  - Manage information more effectively: strong correlation between competitive advantage and how company manages information transformation (capturing data, analyzing, aggregating, integrating, insights to strategy)
  - Speed: stronger need for speed, process to analyze data more quickly

Upcoming assignments

1. Homework –

Homework #2 due before live session #6

Each team member submits the same team documents:
MS Word homework assignment and Excel file for backup

2. Hands-on: Week 5 online materials

MS Excel: PowerPivot

Complete before our next live session