

SCM 651: Business Analytics

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Week 5

Agenda

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- Homework #2: discussion
 - Google analytics hints
- Review of concepts
- Group discussion of articles
 - Innovating with Airborne Analytics
 - A New, Analytics-Based Era of Banking Dawns at State Street

Homework #2

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- 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 5 - Review

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- Power Pivot
 - Data can be imported from database tables, Excel spreadsheets, SQL servers, other types of files
 - Relationships can be established among database tables, excel spreadsheets and other files
- Power Pivot properties
 - Shows connection to data sources and last time data was refreshed

Week 5 - Review

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- Slicers
 - Creates a menu structure to slice the data by a specified characteristic
- Timelines
 - Similar to a slicer, but using a date timeline rather than a categorical classification
- Power Pivot charts
 - Same capability as Pivot Charts
 - Can be created using database tables, Excel spreadsheets and other files

Article #1: Innovating with Airborne Analytics

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- Innovating with Airborne Analytics
 - What are the three areas of focus for their strategy for the next 3-4 years? Give examples of what they are doing
 - What are the challenges with hiring data scientists?
 - What are the risks trying to use technology in the organization? Give an example of each

Article #1: Innovating with Airborne Analytics

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- Innovating with Airborne Analytics
 - What are the three areas of focus for their strategy for the next 3-4 years? Give examples of what they are doing
 - Operational efficiency:
 - engine performance, reliability, fuel burn
 - Optimize crew and shift deployment (match to plane types, destinations, breaks for staff)
 - Customer intimacy:
 - Frequent flyer preferences, flying preferences
 - Click stream data
 - Customer complaint data
 - Innovation:
 - Site monitoring: download Financial Times & WSJ
 - Lost-bag retrieval (LED tags & iPhone), customer follow-up

Article #1: Innovating with Airborne Analytics

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- Innovating with Airborne Analytics
 - What are the challenges with hiring data scientists?
 - Not needed all the time
 - Sometimes they blindly follow the data, not incorporating experience
 - What are the risks trying to use technology in the organization?
 - Interoperability: merging data from different sources
 - Data security: privacy
 - Taxonomies: architecture, naming conventions, context
 - Data ownership: internal versus external, and internal rivalries

Article #2: A New, Analytics-Based Era of Banking Dawns at State Street

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- A New, Analytics-Based Era of Banking Dawns at State Street
 - What were the key questions that they asked which analytics could help?
 - What was the challenge of launching analytics at State Street?
 - How do they continue to push analytics forward?

Article #2: A New, Analytics-Based Era of Banking Dawns at State Street

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- A New, Analytics-Based Era of Banking Dawns at State Street
 - What were the key questions that they asked?
 - How do we better manage, measure, visualize risk?
 - How do they deal with regulatory change?
 - How do they find new sources of return?
 - What new types of investments do they need to increase yields?
 - How do they keep costs down?

Article #2: A New, Analytics-Based Era of Banking Dawns at State Street

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- A New, Analytics-Based Era of Banking Dawns at State Street
 - What was the challenge of launching analytics at State Street? Answer: Culture
 - Remaining agile in decision making
 - Inspiring staff toward new organization
 - Be more nimble and market savvy
 - How do they continue to push analytics forward?
 - Quarterly pulse check survey of employees
 - Working list of goals every quarter