

SCM 651: Business Analytics

1

Week 1

Agenda

2

- Introductions
- Course Overview
- How to be successful in this course
- Why Business Analytics?
- Review of Hands-on Exercises
- Group Discussion of Articles from Industry
- Examples from Industry
- Team Formation (deadline next class)

Overview

3

- 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 analytics courses in Accounting, Finance, Marketing, and Supply Chain Management; also good for Lean Six Sigma

Course content

4

- 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

How to be successful in this course

5

- Review all asynchronous videos before attending the live session
- Use the instructions and datasets which accompany the asynchronous sessions to work through all examples before the live sessions
- Read the articles each week and participate in the discussion (prepare answers to questions before the live session)
- Attend all live sessions on time
- Work with your teams to learn from each other
- Attend office hours if you don't understand something

Why Business Analytics?

6

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

(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/>

Remote Access to Hands-on Exercises

7

- Using any browser, go to:
`remote.whitman.syr.edu`
- All software is on the remote site
- All course data files are available in the G: drive at:
`g:/WHIT/SCM651/Online/`

Hands-on Exercises

8

- Calculations and formulas
- Graphing and visualization
- Sorting and filters
- Pivot tables and charts
- PowerView (2013 or add-in in 2016)

Article #1: Business Analytics

9

- Business Analytics Insight: Hype or Here to Stay?
 - How are companies using analytics?
 - Which analytics techniques does your company use?

Article #2: GE

10

- 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

11

- 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

12

- L.L. Bean pricing
- Amazon.com pricing

Google Analytics & Team Formation

13

- Google Analytics
 - A Google Analytics account will be set up 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
- Office Hours