

SCM 651: Business Analytics

1

Week 4

Agenda

2

- Homework #1: review
- Homework #2: discussion
 - Google analytics hints
- Review of concepts
- Group discussion of articles
 - Minding the Analytics Gap
 - Innovating with Analytics

Homework #1

3

- Pivot table
- Pivot charts
- Correlation – any negative correlations?
- Regression – any non-intuitive results?
- Prediction model
- Non-intuitive results and additional data

Homework #2

4

- 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
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- Example of how to find information in Google Analytics

Week 4 - Review

5

- 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

6

- 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

7

- 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

8

- 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

9

- 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 take 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

10

- Innovating with Analytics
 - Describe the three characteristics of analytics innovators

Article #2: Innovating with Analytics

11

- 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