**Week 2**

**Article #1: Sustaining an Analytics Advantage**

What are some examples of creating competitive advantage with analytics (companies and their techniques)?

**Article #2: Creating Business Values with Analytics**

What are the differences between competencies in information management and analytics expertise?

What are the advantages of focusing first on information management versus analytics expertise?

**Article #3: Raising the Bar with Analytics**

What new opportunities did StyleSeek and Entravision encounter when they used analytics?

What opportunity allowed MillerCoors to create efficiencies with analytics?