Business Analytics

Presentation

Objectives: Introduce lecturers and students and share the general content of the course paying special attention to any subject of special interest for the attendants

- Who we are?
- What are we going to do?
- How are we going to do?
- What is Business Analytics?

Who we are?

- Mariano Yagüez Insa
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- Associated Professor at Economic Studies in University of Barcelona.

- CIO at Ajuntament de Barcelona.

- Director of Public Administration in Telefonica de España.

- Previous:
  - Coordinator of Citizen Care in Generalitat of Catalonia.
  - E-Business Director in Insurance Area of La Caixa.
  - Senior Manager in CRM Practice in PricewaterhouseCoopers.
  - Presale Support in Telefonica Sistemas.
  - Communications Specialist in Olympic Office Barcelona 1992 in IBM.

- Academic Background:
  - Graduate in Physics Sciences in University of Barcelona.
  - Postgraduate studies in General Management in EADA.
  - Ph in Economic Studies.

What are we going to do?

- What is Business Analytics?
- Impact of Business Analytics in a Company. General approach
- Business Analytics impact in Marketing
- Business Analytics impact in Human Resource Management and Organization Models
- How to evaluate new opportunities
- Impact of Business Analytics in different sectors: New Business and transformation

What are we going to do?

- Presentation.
  - Objectives: Introduce the lecturers and students and share the general content of the course paying special attention to any subject of special interest for the attendants.
- What is Business Analytics?
  - Objectives: Introduce the concept of Business Analytics ant why is important now. Review the history of data management in business to learn from errors.
- What is Business Analytics? What the market says.
  - Objectives: Once we have reviewed formal definition of Business Analytics we will check what de market says about this subject.
- Impact of Business Analytics in a Company. General approach.
  - Objectives: We will dedicate this sessions to analyze what is the impact of gathering, managing and analyzing data in the different areas of a Company
    - Value Chain in a company. What is and why we use. Canvas model as an alternative.
    - New Value Chain: Impact of Business Analytics.

What are we going to do?

- Business Analytics impact in Marketing.
  - Digital Marketing Mix: new products, dynamic pricing, distribution channels any more, promotion no more.
  - What we know about clients and what we would like to know… and why. Prescription is the word.
  - Social Media. How to convert data in value.
  - IoT. What's next and what are we going to do with?
- Business Analytics impact in Human Resource Management and Organization Models.
  - New profiles: where are them, how to capture and how to retain.
  - Data oriented companies: no more doubt, everything has changed.
- How to evaluate new opportunities.
  - What is the value of the data? Will it appear in liabilities?
  - Changes in financial statements: Data economy. Challenges and opportunities.

What are we going to do?

- Impact of Business Analytics in different sectors: New Business and transformation.
  - Manufacturing, Telecommunications, Retail and Public Services.
  - Finance and Insurance, Health, Utilities and Energy.

- How to adopt. There is no option.
  - Framework for the adoption of Business Analytics. Is not just "fashion".

How are we going to do?

- We will be together for 15 sessions beginning 16th February till 26th of May.
- We will share sessions every Thursday from 18:00 till 20:00.
- Your will have to work on your own at least 1 additional hour every week… or more.
- In general:
  - You will have to prepare (read and if possible understand) the contents of every session in advance. I will publish it in Campus Virtual 1 week before so you will have a full week to prepare this contents.
  - Every session (more or less) you will have to complete a test related with the material you have prepared during the week. It will take between 10 and 15 minutes.
  - Then we will review all together the test and you will check if you have done it correct.
  - Finally we will review all the contents and we will focus on the most important ones so you will have prepared it, have done the test, review the test all together and have done a final review of the most important parts of contents.
  - Then I will publish contents for next session and repeat the process.

How are we going to do?

- But…
  - You will have to prepare at least 3 business cases at home… It's homework.
  - You will have to present and defend this 3 business cases at virtual sessions. So on this sessions maybe we don't have time to do the tests.
  - This homework will be used to evaluate you:
    - I will evaluate every homework.
    - I will use the best 2 evaluations with a weight of 20% each one to compose your final grade.
  - Additionally global participation in session will have a weigh of another 20%.
  - And a final evaluations with a weigh of a 40%.
  - This 3 items will compose your final grade.

- Anyway you have the option of final evaluation

What is Business Analytics?

110s

2010s

Something maybe we don't need to develop business.

What is Business Analytics?

1810s

2010s

Something maybe we don't need to develop business.

What is Business Analytics?

1910s

2010s

Something maybe we don't need to develop business.

What is Business Analytics?

1960s

2010s

Something maybe we don't need to develop business.
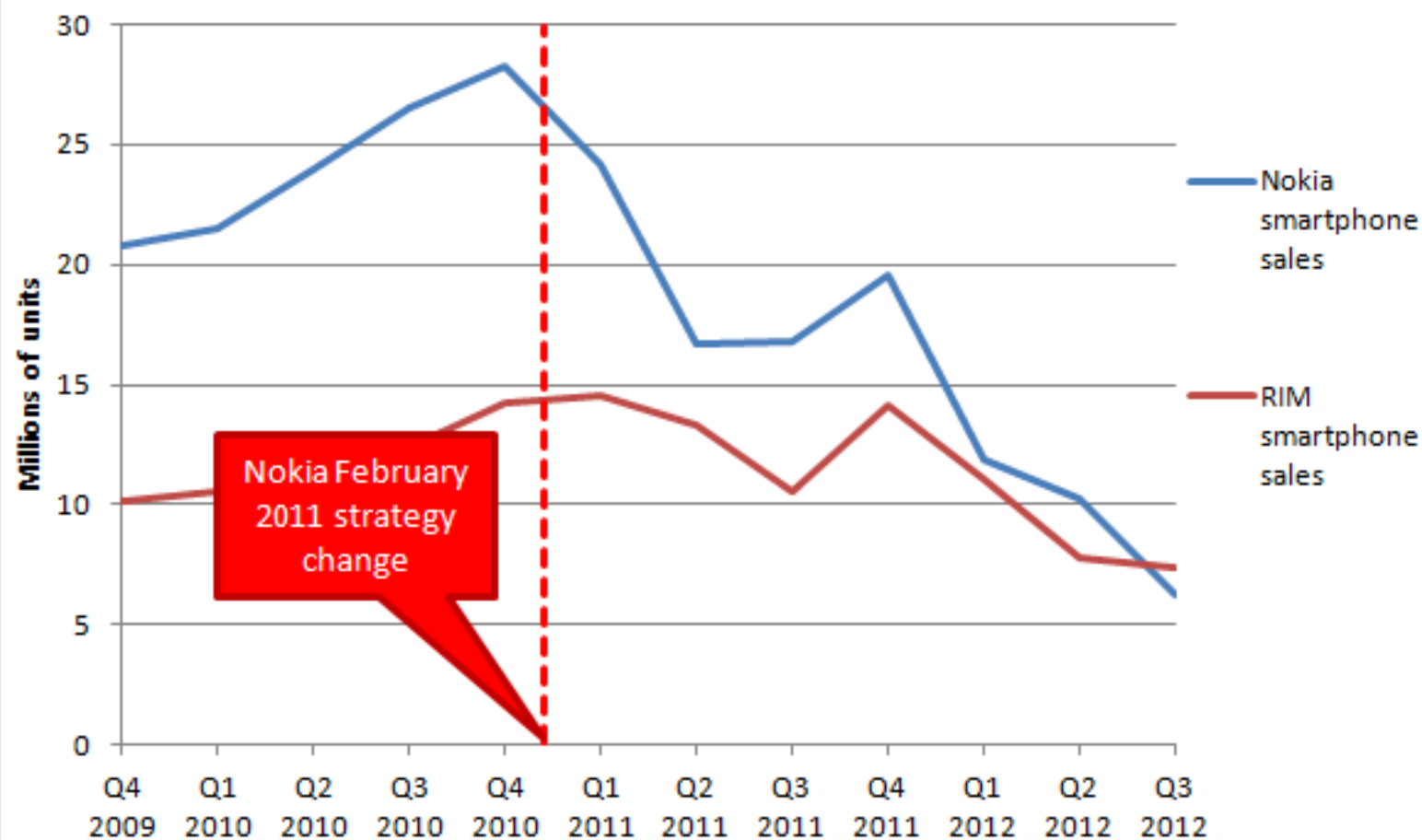
What is Business Analytics?

But it not allways works...

Nokia and RIM unit sales development

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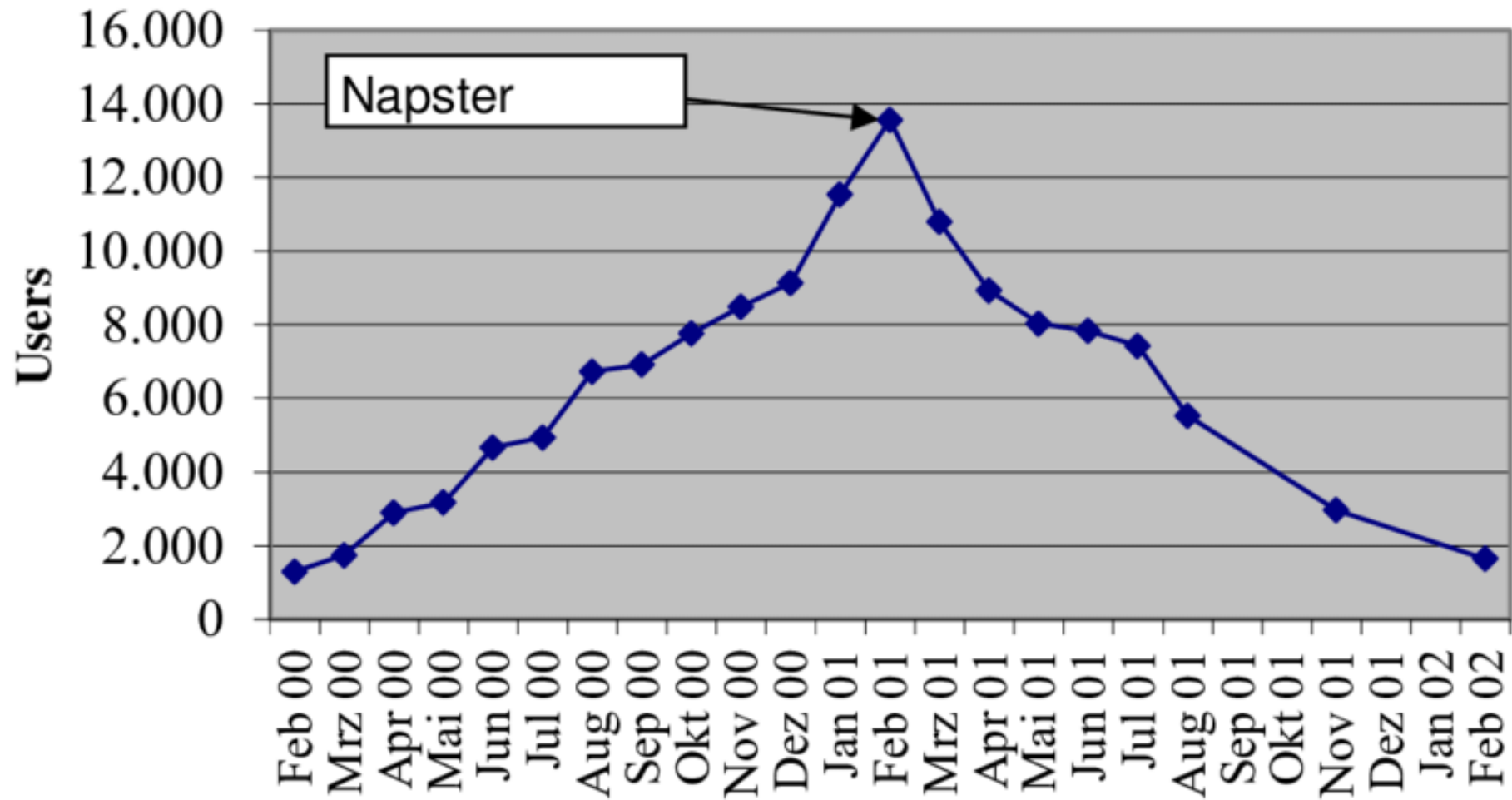napster ™

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TIME

What's
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How SHAWN
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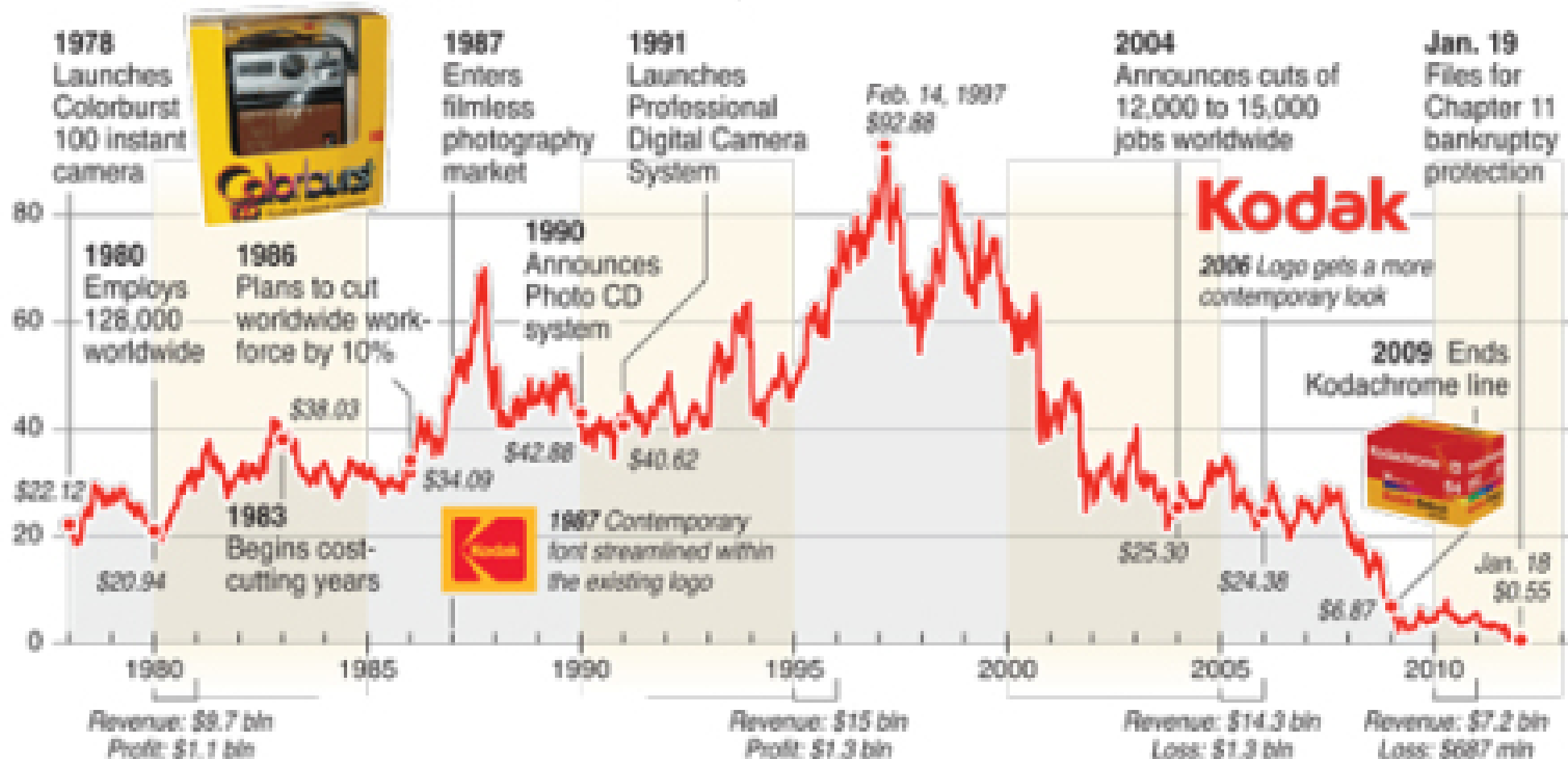upended music . . .
and a lot more

KODAK FILES FOR BANKRUPTCY

Eastman Kodak Co, a 130-year-old photographic film pioneer, has filed for bankruptcy protection. It said it had also obtained a $950 million, 18-month credit facility from Citigroup to keep it going

SHARE PRICE HISTORY — WEEKLY CLOSE IN US$

1978 Launches Colorburst 100 instant camera

1960 Employs 126,000 worldwide

1986 Plans to cut worldwide work-force by 10%

1983 Begins cost-cutting years

1987 Enters filmless photography market

1990 Announces Photo CD system

1987 Contemporary font streamlined within the existing logo

1991 Launches Professional Digital Camera System

Feb. 14, 1997 $92.88

2004 Announces cuts of 12,000 to 15,000 jobs worldwide

2006 Logo gets a more contemporary look

Jan. 19 Files for Chapter 11 bankruptcy protection

2009 Ends Kodachrome line

$38.03

$34.09

$42.88

$40.62

$22.12

$20.94

$25.30

$24.38

$6.87

Jan. 18 $0.55

80

60

40

20

0

1980   1985   1990   1995   2000   2005   2010

Revenue: $9.7 bln
Profit: $1.1 bln

Revenue: $15 bln
Profit: $1.3 bln

Revenue: $14.3 bln
Loss: $1.3 bln

Revenue: $7.2 bln
Loss: $687 mln

Sources: Eastman Kodak Co., Thomson Reuters, news reports

REUTERS

"Your recent Amazon purchases, Tweet score and location history makes you 23.5% welcome here."

Thank You