**Week 1**

**Article #1: Business Analytics Insight**

How are companies using analytics?

* Calculating performance metrics
* Revenue management
* Marketing strategy
* Human resources

Which analytics techniques does your company use?

* All of them (optimalization, predictive, descriptive)

**Article #2: GE and the Culture of Analytics**

How is GE using analytics for process improvement?

* Detecting machinery failures
* Business strategy improvement
* Resource allocation

What did they do to accelerate analysis and results?

* Agile methodology, scope work in 3 – 4 week periods

Why is culture important?

* Innovative and decision-based organizations accept and use analytics better and more freely to make types of issues and problem sets
* Must be willing to invest in analytics

**Article #3: Location Analytics**

What are some applications of geographic data in businesses?

* Selecting retail locations
* Local government services
* Shopping patterns

What are the advantages of consolidating individual accounts by location? What are the risks of consolidation?

* Focus on customer needs
* Risks including disconnecting logic from operations, being intrusive into personal matters

How is your company using geographic data?

* I couldn’t say