

# Cautionary Tales in Advanced Analytics

...Or...

**Just Because You  
Can, Should You?**



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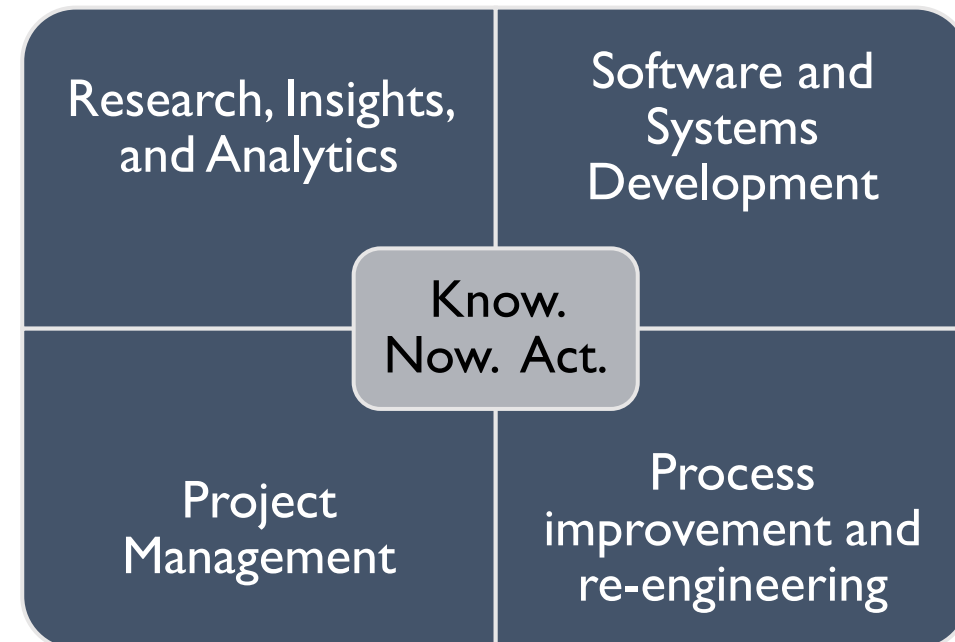


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# Who is this guy?

- 31+ years applied analytics experience
- Built (and still building) successful and effective applied analytics teams/functions from scratch across multiple industries and functions
- Author: *SLOAP: The Four Principles of Superior Leaders of Analytics Professionals*
- Husband, Father, Minister



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