



SCM 651: Business Analytics

Week 5

Business Analytics



Review of concepts



Group discussion of articles

Innovating with
Airborne Analytics

A New, Analytics-Based
Era of Banking Dawns
at State Street



Homework #2: discussion

Google
analytics
hints

2

Agenda

Week 5 - Review

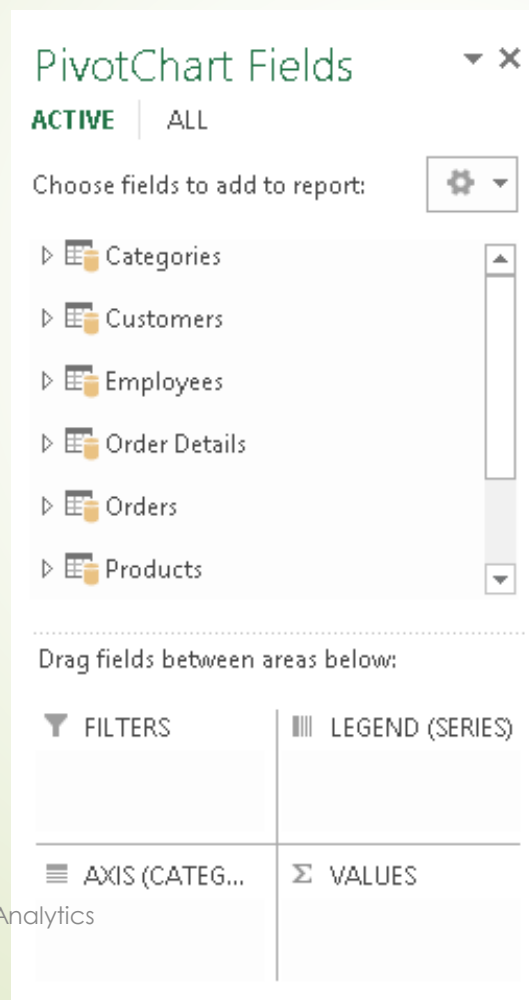
➤ Power Pivot

- Data can be imported from database tables, Excel spreadsheets, SQL servers, other types of files
- Relationships can be established among database tables, excel spreadsheets and other files

➤ Power Pivot properties

- Shows connection to data sources and last time data was refreshed

Multiple Sources



Week 5 - Review

➤ Slicers

- Creates a menu structure to slice the data by a specified characteristic

➤ Timelines

- Similar to a slicer, but using a date timeline rather than a categorical classification

➤ Power Pivot charts

- Same capability as Pivot Charts
- Can be created using database tables, Excel spreadsheets and other files

Article #1: Innovating with Airborne Analytics

- Innovating with Airborne Analytics
 - What are the three areas of focus for their strategy for the next 3-4 years? Give examples of what they are doing
 - Operational efficiency:
 - engine performance, reliability, fuel burn
 - Optimize crew and shift deployment (match to plane types, destinations, breaks for staff)
 - Customer intimacy:
 - Frequent flyer preferences, flying preferences
 - Click stream data
 - Customer complaint data
 - Innovation:
 - Site monitoring: download Financial Times & WSJ
 - Lost-bag retrieval (LED tags & iPhone), customer follow-up

Article #1: Innovating with Airborne Analytics

- Innovating with Airborne Analytics
 - What are the challenges with hiring data scientists?
 - Not needed all the time
 - Sometimes they blindly follow the data, not incorporating experience
 - What are the risks trying to use technology in the organization?
 - Interoperability: merging data from different sources
 - Data security: privacy
 - Taxonomies: architecture, naming conventions, context
 - Data ownership: internal versus external, and internal rivalries

Article #2: A New, Analytics-Based Era of Banking Dawns at State Street

- A New, Analytics-Based Era of Banking Dawns at State Street
 - What were the key questions that they asked?
 - How do we better manage, measure, visualize risk?
 - How do they deal with regulatory change?
 - How do they find new sources of return?
 - What new types of investments do they need to increase yields?
 - How do they keep costs down?

Article #2: A New, Analytics-Based Era of Banking Dawns at State Street

- A New, Analytics-Based Era of Banking Dawns at State Street
 - What was the challenge of launching analytics at State Street? Answer: Culture
 - Remaining agile in decision making
 - Inspiring staff toward new organization
 - Be more nimble and market savvy
 - How do they continue to push analytics forward?
 - Quarterly pulse check survey of employees
 - Working list of goals every quarter

Homework #2

- 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