

SCM 651: Business Analytics

WEEK 4

Agenda

Homework #1: review

Homework #2: discussion

- Google analytics hints

Review of concepts

Group discussion of articles

- Minding the Analytics Gap
- Innovating with Analytics

Homework #1

- Pivot table
- Pivot charts
- Correlation – any negative correlations?
- Regression – any non-intuitive results?
- Prediction model
- Non-intuitive results and additional data

Week 4 - Review

Importing data into Access

- Excel spreadsheets, text files, XML, et al.

Relationships can be created

- When retrieving data
- Between common fields in two tables

All Access Objects

- informix_contactqueuedetail
- informix_contactroutingdetail
- informix_contactservicequeue
- informix_resource
- informix_resourcegroup
- informix_resourceskillmapping
- informix_skill
- informix_skillgroup
- informix_team
- T01:adhoc1
- T01:adhoc2
- T02a
- T02a_ExportErrors
- T02b
- T02c - Q
- Threshold Limits
- X01: create queue table

Queries

- A01: Contact call
- B01: Create Duplicate summary
- C01: Queue details
- C01a: Convert Resourceskillmap table to local
- Query1
- T01 - Adhoc01
- T01 - Adhoc2 version2
- T02a - Create
- T02c - Create Q
- T2b - Create
- X01: Queue

Macros

- Macro1

Table Types

Table Types

Views

Clipboard

Sort & Filter

Records

Find

Te

All Access Objects

- informix_contactqueuedetail
- informix_contactroutingdetail
- informix_contactservicequeue
- informix_resource
- informix_resourcegroup
- informix_resourceskillmapping
- informix_skill
- informix_skillgroup
- informix_team
- T01:adhoc1
- T01:adhoc2
- T02a
- T02a_ExportErrors
- T02b
- T02c - Q
- Threshold Limits**
- X01: create queue table

Queries

























- A01: Contact call
- B01: Create Duplicate summary

Threshold Limits

JobDes New	Metric	Weighting	Unsatisfactory
COMMERCIAL	Accuracy - Major/Minor	10%	0.9600
COMMERCIAL	AHT	10%	7.0000
COMMERCIAL	CSAT	30%	0.9600
COMMERCIAL	QA	20%	0.9600
COMMERCIAL	Reliability	30%	0.9500
COMMERCIAL LEAD	Accuracy - Major/Minor	10%	0.9600
COMMERCIAL LEAD	AHT	10%	7.0000
COMMERCIAL LEAD	CSAT	30%	0.9600
COMMERCIAL LEAD	QA	20%	0.9600
COMMERCIAL LEAD	Reliability	30%	0.9500
ENERGY SOLUTIONS GRADE 8	Accuracy - Major/Minor	10%	0.9600
ENERGY SOLUTIONS GRADE 8	AHT	10%	7.0000
ENERGY SOLUTIONS GRADE 8	CSAT	30%	0.9600
ENERGY SOLUTIONS GRADE 8	QA	20%	0.9600
ENERGY SOLUTIONS GRADE 8	Reliability	30%	0.9500
GRADE 6	Accuracy - Major/Minor	10%	0.9600
GRADE 6	AHT	10%	7.0000
GRADE 6	CSAT	30%	0.9600
GRADE 6	QA	20%	0.9600
GRADE 6	Reliability	30%	0.9500
GRADE 8	Accuracy - Major/Minor	10%	0.9600
GRADE 8	AHT	10%	7.0000
GRADE 8	CSAT	30%	0.9600
GRADE 8	QA	20%	0.9600
GRADE 8	Reliability	30%	0.9500

Table Types

All Access Objects

-  informix_agentconnectiondetail
-  informix_agentroutingsetting
-  informix_agentstatedetail
-  informix_application
-  informix_areacode
-  informix_campaign
-  informix_campaigncsqmap
-  informix_campaigndata
-  informix_contactcalldetail
-  informix_contactqueuedetail
-  informix_contactroutingdetail
-  informix_contactservicequeue
-  informix_resource
-  informix_resourcegroup
-  informix_resourceskillmapping
-  informix_skill
-  informix_skillgroup
-  informix_team
-  T01:adhoc1
-  T01:adhoc2
-  T02a
-  T02a_ExportErrors
-  T02b
-  T02c - Q
-  Threshold Limits

informix_agentconnectiondetail				
sessionid	resourceid	talktime	holdtime	
55000136090	14622	28	0	
55000136933	14622	153	0	
55000136715	14622	78	0	
55000136386	14622	138	1	
55000135320	14622	263	0	
55000136267	14622	111	3	
55000136987	14622	75	0	
55000136729	14622	144	32	
55000136939	14622	83	0	
55000136704	14622	84	0	
55000135776	14622	781	1	
55000136179	14622	176	1	
55000136844	14622	98	0	
55000137122	14622	89	0	
55000136045	14622	402	1	
55000135740	14622	176	0	
55000135657	14622	99	0	
55000137120	14622	97	0	
55000136218	14622	115	0	
55000136294	14622	194	1	
55000136913	14622	91	0	
55000136953	14622	103	0	
55000136613	14622	149	0	
55000136590	14622	193	0	
55000137131	14622	74	0	
55000135723	14622	163	1	
55000136871	14622	199	0	
55000135593	14622	117	37	
55000135983	14622	203	2	
55000136885	14622	42	0	

Week 4 - Review

Grouping

- Collapses together rows of data according to the field grouped
- It does not form calculations

Criteria

- Identifies a subset of data

Calculations

- Can be used to calculate min, max, sums, average, standard deviations, variance, counts, etc.

Week 4 - Review

Dirty data

- To identify inconsistent key fields used to match two tables, use both a left and right join

Complex queries

- Important to clean out dirty data and ensure that you have correct relationships before performing a complex query

Homework #2

Campaign time frames, costs, effectiveness

Future campaign: geographic regions, key words, day of week and time of day

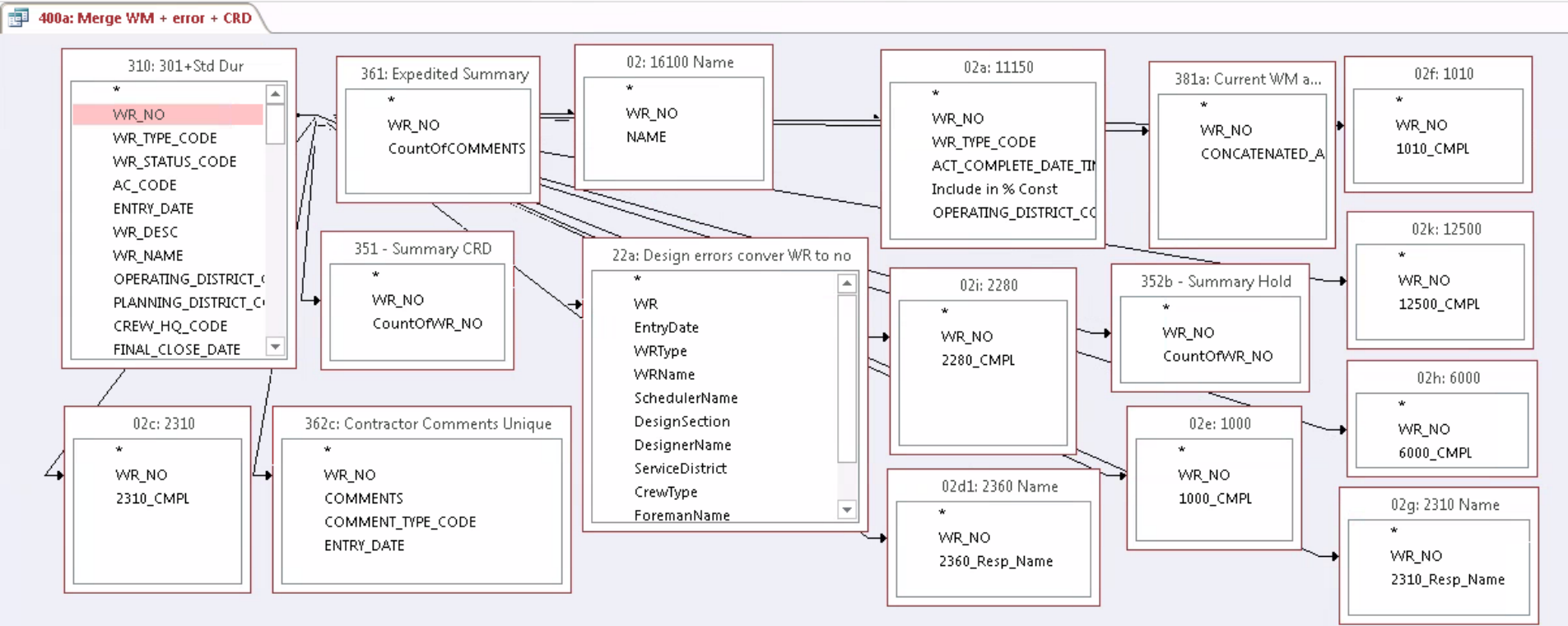
Allocation of costs by program and region

Performance measures

Other data that would be helpful

Example of how to find information in Google Analytics

Complex Queries



Article #1: Minding the Analytics Gap

- Minding the Analytics Gap
 - What is the barrier to using analytics?
 - What can be done on the production and consumption side of analytics to overcome this barrier?
 - Describe the three levels of analytics maturity

Article #1: Minding the Analytics Gap

- Minding the Analytics Gap
 - What is the barrier to using analytics?
 - Translating analytics into business actions
 - What can be done on the production and consumption side of analytics to overcome this barrier?
 - Production: data analysts can learn more about business
 - Consumption: managers can take steps to become savvier at understanding analytical results
 - Describe the three levels of analytics maturity
 - Analytically Challenged: lack data management and analytical skills
 - Analytical Practitioners: use analytics for operational purposes; “just good enough data”
 - Analytical Innovators: more strategic in analytics applications; place high value on data, higher levels of data management and analytical skills

Article #2: Innovating with Analytics

Innovating with Analytics

- Describe the three characteristics of analytics innovators
 - Tend to use more data: strong correlation between analytics to create competitive advantage and how much data they use
 - Manage information more effectively: strong correlation between competitive advantage and how company manages information transformation (capturing data, analyzing, aggregating, integrating, insights to strategy)
 - Speed: stronger need for speed, process to analyze data more quickly