

# SCM 651: Professor Don Harter's Business Analytics

Week 1

# Agenda

- **\*\*Record Meeting\*\***
- Course Overview
- Introductions
- Asynchronous Content
- Article Discussions
- Syllabus and course logistics

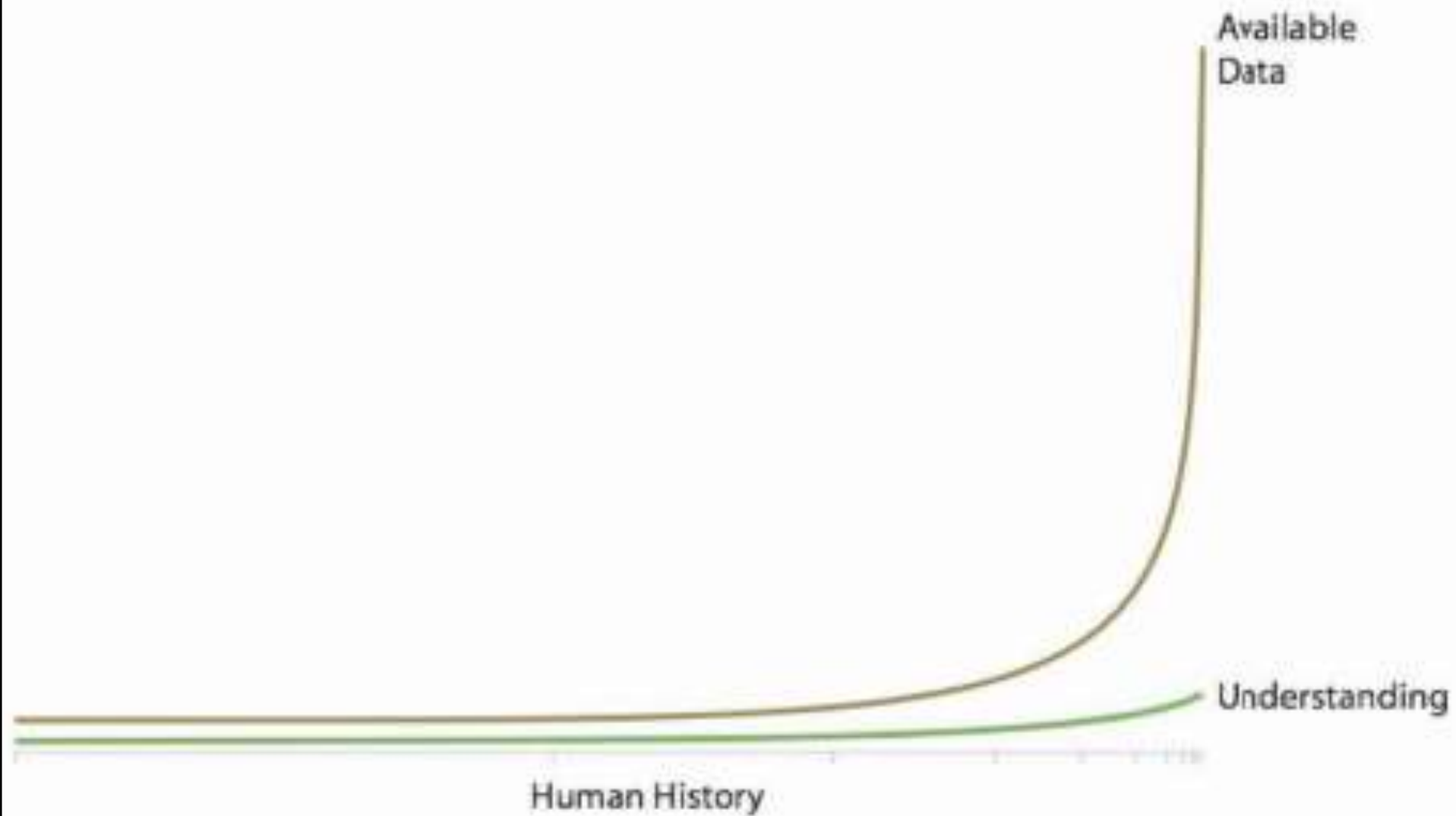


Available Data

Understanding

90%

2  
YEARS



# Overview

- Course overview

- Designed in fall 2013 – by Professor Don Harter
- Met with executives to identify technology and techniques
  - McKinsey, IRI, Proctor & Gamble, Unilever, National Grid, Constellation Brands, VWR International, Publicis Kaplan Thayer, Transaver
- Objective: include technology & business interpretation of results
- Reviewed ~50 books – no book purchase required
- Reviewed numerous articles – free download from library
- Will use software recommended by executives – Excel, Access, Google Analytics, R, Tableau (free access)
- Basis for courses in Marketing, Accounting, Finance analytics and Lean Six Sigma

## Education

BSc - Chemistry  
Madras University

MBA - Supply Chain  
Syracuse University, NY

## Work

Wilson Chemicals and Paints  
Chennai, India

Increased customer base  
Reduced 33 % cycle time  
Increased customer service level by 5%  
Improved capacity utilization by 10%

UPS  
Syracuse, NY

Route optimization  
Labelling System

SAPPI Fine Paper  
Portland, Maine

Inventory  
Safety Stock  
MPS  
Demand  
Capacity  
SAP  
Warehouse

Owens  
Corning  
Toledo, Ohio

Optimize  
S&OP

CPS Energy  
San Antonio, Texas

Develop KPI  
Data into Information  
Visual Analytics  
Lean Process  
Supplier Relationship  
Asset Management  
Inventory Optimization  
Contract Management

Wilson Consulting Pvt Ltd  
Chennai, India

Visual Analytics  
KPI's, Metrics, Dashboards  
Lectures, Training  
Process Improvement  
Information Visualization

IIT-Madras  
IIM-Ranchi  
IIM-Trichy  
Great Lakes Institute of Management  
(PGPM, PGXBAB, PGDM)  
SP Jain's Program on Big Data Analytics  
SSN Institutions  
Whitman School of Management, Syracuse

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## Industries

Paper manufacturing

Chemical Processing

Energy Utilities Aviation

Telecommunications Software Developmen..

## Domains

Supply Chain Billing Work Management

Customer Service Field operations Scheduling

Marketing Call Center Human Capital Sales

## Tools

Lean tools Database Minitab

Tableau MS Office Crystal

Business Warehouse Winshuttle SAP  
R Cognos Rapid Miner

# Introductions

- Name, role, why did you take Business Analytics





(Note: The image of the rose was found at [www.coolbubble.com](http://www.coolbubble.com).)

Try now....



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# Article #1: Business Analytics

- Business Analytics Insight: Hype or Here to Stay?
  - How are companies using analytics?
  - Which analytics techniques does your company use?

# Article #2: GE

- Article #2: GE and the Culture of Analytics
  - How is GE using analytics for process improvement?
  - What did they do to accelerate analysis and results?
  - Why is culture important?

# Article #3: Location Analytics

- Article #3 Location Analytics: Bringing Geography Back
  - What are some applications of geographic data in businesses?
  - What are the advantages of consolidating individual accounts by location?  
What are the risks of consolidation?
  - How is your company using geographic data?

# Course content

- Syllabus review
  - Four group homework assignments
  - Individual participation and peer review score
  - Individual final exam
- Grading curve
  - May be adjusted at end of semester
- Weekly articles
  - Download articles from library (free), read and be prepared to discuss in the live session
- Hands-on exercises
  - Run all exercises in instructions on website
- Remote App