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≡ **Item Navigation**

Prescribed Reading: Chapter 3 Pg. 52-53

The Final Deliverable

The ultimate purpose of analytics is to communicat
strategy. Analytics summarize findings in tables and
communicate the findings. In academia, the final d
7,000 words in length. In consulting and business, t
1,500 words illustrated with tables and plots, or it c
consulting firms, such as McKinsey and Deloitte,l rc
process, establish their expertise in specific knowle

Let's review the "United States Economic Forecast",
example for a deliverable that builds narrative from
observed in December 2014. The report opens with

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