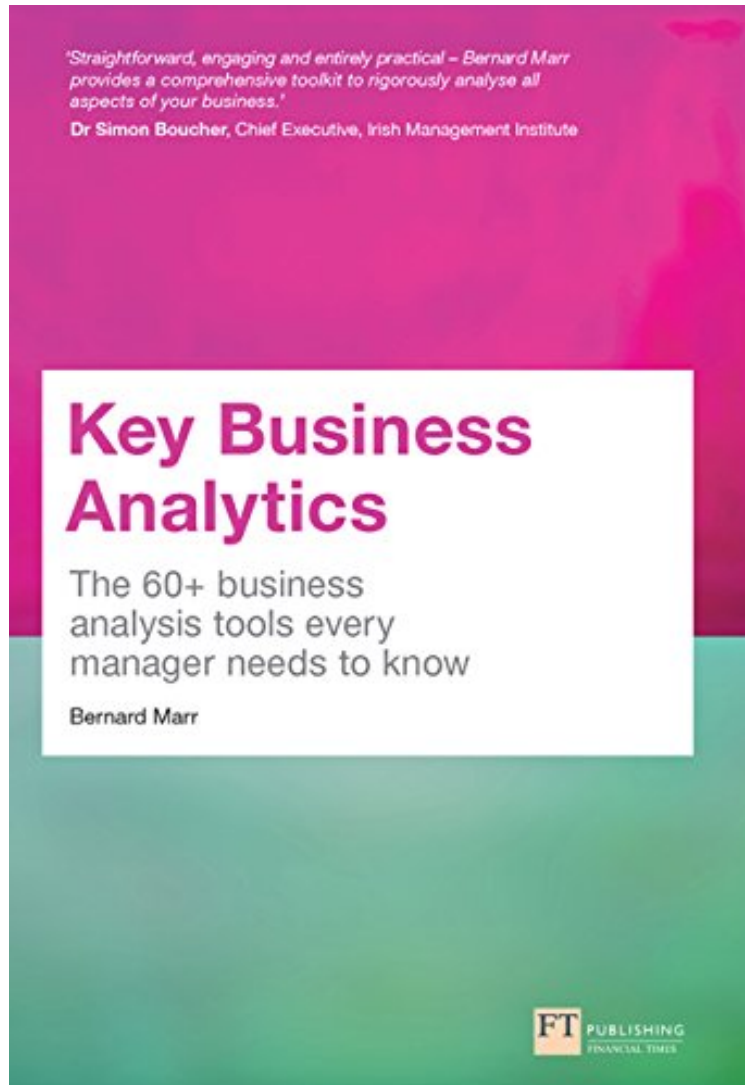


Key Business Analytics: The 60+ Business Analysis Tools Every Manager Needs To Know

Bernard Marr

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#553994 in eBooks 2016-02-10 2016-02-10 File Name: B01BTXTLX8 | File size: 44.Mb

Bernard Marr : Key Business Analytics: The 60+ Business Analysis Tools Every Manager Needs To Know before purchasing it in order to gauge whether or not it would be worth my time, and all praised Key Business Analytics: The 60+ Business Analysis Tools Every Manager Needs To Know:

4 of 5 people found the following review helpful. Worth reading By pansak arpakajorn Books on analytics tools are rarely found in the market. This concise book is great for managers and those interested in this field to better understand how analytics tools can be applied in businesses. The author also briefly touches on Big Data which is a fundamental background for understanding current situation of analytics. Data types and format are also

mentioned. This book is divided into seven major parts ranging from fundamental to some particular analytical techniques being used in businesses. The book provides analytics tools which cover Bare analytics, Analytics input tools/data collection methods, Financial analytics, Market analytics, Customer analytics, Employee analytics and Operational analytics. The author uses concise "Questions" and "Answers" to explain the meaning of each tool. Practical examples are also included. You will also find helpful information in Tip and Trap provided in every chapter of the book. Operational analytics described in part seven is an interesting topic where it can be used for analyzing huge data and get the result in almost real time. Conducting an analytics task is a challenge. It requires great effort, understanding, skilled employees, leadership and the right tools. It is inevitable that sooner or later more and more companies will realize that analytics is an important tool to unlock valuable hidden patterns from their recorded data and will also be embedded in companies' daily job functions. This book can help you to use an appropriate tool for analyzing valuable data for your business. To read this book, you can pick up a topic you are interested in or read it through. This book is a business book. Therefore, no technical details on analytics or technical jargons are provided. In my view, it would be helpful for readers if the author could briefly provide commercial software tools and open source analytics programming languages in the book. 0 of 5 people found the following review helpful. Don't hesitate to buy your copy By Saad Binmohayya Don't hesitate to buy your version. It's one the books recommended for booth students.

Key Business Analytics will help managers apply tools to turn data into insights that help them better understand their customers, optimize their internal processes and identify cost savings and growth opportunities. It includes analysis techniques within the following categories: Financial analytics – cashflow, profitability, sales forecasts Market analytics – market size, market trends, marketing channels Customer analytics – customer lifetime values, social media, customer needs Employee analytics – capacity, performance, leadership Operational analytics – supply chains, competencies, environmental impact Bare business analytics – sentiments, text, correlations Each tool will follow the bestselling Key format of being 5-6 pages long, broken into short sharp advice on the essentials: What is it? When should I use it? How do I use it? Tips and pitfalls Further reading This essential toolkit also provides an invaluable section on how to gather original data yourself through surveys, interviews, focus groups, etc.

From the Back Cover A VITAL INSIGHT TO ANALYTICS FOR EVERY BUSINESS Analytics are essential in any modern business. They help you make better decisions, develop your strategy and identify growth opportunities in business. Key Business Analytics provides easy access to the most powerful analytics tools. Whether you are a busy manager, business analyst or data professional, you can unlock the insights behind the data and improve your business performance. Covering over 60 approaches, this jargon-busting book provides a practical overview of analytics tools and explains how to use them. It will help you to understand some of the most valuable analytics techniques, the areas in business to apply them to and how to turn data into insights. From scenario analysis to data mining, learn how to interpret your data and transform the way you make business decisions. It's the essential guide for every manager. About the Author Bernard Marr is a leading global authority on organisational performance business success. He regularly advises organisations governments across the globe is an acclaimed, award-winning keynote speaker, researcher, consultant teacher. He's acknowledged by the CEO Journal as one of today's leading business brains.