The Analytics Revolution: How to Improve Your Business By Making Analytics Operational In The Big Data Era

By Bill Franks

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Lead your organization into the industrial revolution of analytics with *The Analytics Revolution*

The topics of big data and analytics continue to be among the most discussed and pursued in the business world today. While a decade ago many people still questioned whether or not data and analytics would help improve their businesses, today virtually no one questions the value that analytics brings to the table. *The Analytics Revolution* focuses on how this evolution has come to pass and explores the next wave of evolution that is underway. Making analytics operational involves automating and embedding analytics directly into business processes and allowing the analytics to prescribe and make decisions. It is already occurring all around us whether we know it or not.

The Analytics Revolution delves into the requirements for laying a solid technical and organizational foundation that is capable of supporting operational analytics at scale, and covers factors to consider if an organization is to succeed in making analytics operational. Along the way, you'll learn how changes in technology and the business environment have led to the necessity of both incorporating big data into analytic processes and making them operational. The book cuts straight through the considerable marketplace hype and focuses on what is really important. The book includes:

- An overview of what operational analytics are and what trends lead us to them
- Tips on structuring technology infrastructure and analytics organizations to succeed
- A discussion of how to change corporate culture to enable both faster discovery of important new analytics and quicker implementation cycles of what is discovered
- Guidance on how to justify, implement, and govern operational analytics

The Analytics Revolution gives you everything you need to implement operational analytic processes with big data.

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The Analytics Revolution: How to Improve Your Business By Making Analytics Operational In The Big Data Era By Bill Franks Bibliography

- Sales Rank: #741113 in Books
- Published on: 2014-09-29
- Original language: English
- Number of items: 1
- Dimensions: 9.30" h x 1.00" w x 6.30" l, .0 pounds
- Binding: Hardcover
- 304 pages

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Editorial Review

Review
"A good read" (Supply Management, May 2015)

From the Inside Flap

The ability to instantly adapt to changing conditions is the key to success in today's marketplace. *The Analytics Revolution* shows you how you can integrate insights from the analysis of data, both big and small, into your daily operations. The analytics revolution is already here, and it aims to make analytics embedded, operational processes instead of external, batch processes. Airlines use analytics to prioritize and reroute passengers in real time. Banks constantly analyze account activity patterns to prevent and detect fraud. Users' social media and e-commerce experiences are customized based on up-to-the-second information. You can implement similar capabilities, and the first step is to understand what the analytics revolution is all about and how to join it.

Bill Franks has built his career on a talent for explaining complex analytics to business audiences. In *The Analytics Revolution*, you'll learn how to cut through the clutter and leverage the trends and processes that will keep you ahead of your competitors. In this book, Bill uses his characteristic clarity to guide you through the process of building teams, creating culture, updating analytics methodologies, and leveraging technology to evolve your organization to operational analytics.

The Analytics Revolution shows exactly what making analytics operational means for you and how to start evolving your organization toward using operational analytics for better, faster, more effective decision making. Written in a style that's accessible to anyone, regardless of background, *The Analytics Revolution* provides a scalable framework for embedding analytics within all sorts of business processes. This book is for managers and business leaders looking for a way to keep up and move ahead by building a foundation of analytics on which an organization can thrive.

From the Back Cover

Praise for **The Analytics Revolution**

"Realizing significant, sustainable benefit from data and analytics is becoming more of an organizational change management initiative than a technology project. In *The Analytics Revolution*, Bill Franks uses his experiences as a practitioner in the trenches and a consultant in the C-suites to help leaders gracefully move their organizations to a game-changing level of analytic value."
—**Kathy Koontz,** Associate Vice President, Customer Insights and Analytics, Nationwide

"If you are an executive, you need this book. While the standard fare of most books on analytics is—understandably—a technical 'geek out' session, the enterprise leader must instead gain view of the full landscape of analytics value, strategy, and process, as well as a map of pitfalls and how they're best avoided. *The Analytics Revolution* brings this landscape into clear view."
—**Eric Siegel,** founder of Predictive Analytics World and author of *Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die*

"This book is a must-have for professionals who want to effectively use big data to free companies to innovate. Bill precisely captures the most imperative incoming wave of the big data revolution, which is operationalizing decision making processes by using data in a massive scale, but not making data-driven decisions only at the strategic level. This is great news for business!"
—**Simon Zhang,** Senior Director, Business Analytics, LinkedIn Corp

"Data and analytics don't create value until they change how something is done. Operational analytics is that change—on a scalable and repeatable basis—and Franks provides a roadmap for how to succeed with it."
—**Blake Johnson,** Consulting Professor, Department of Management Science and Engineering, Stanford University

"Organizations are understanding that Big Data and Analytics can provide a competitive advantage and are clamoring for information on making this promise a reality. In *The Analytics Revolution*, Bill Franks provides a practical guide for making analytics operational and a cornerstone of organizational decision making. Bill's expertise and passion for the topic shines as he explains this revolution, steps for implementation, and pitfalls to avoid. Business leaders will appreciate Bill's ability to demystify this important yet misunderstood topic."
—**Jack Levis,** Senior Director of Process Management, UPS

"I thoroughly enjoyed Bill's latest book. In *The Analytics Revolution*, Bill once again demonstrates his rare ability to take a complex, technical topic, and convey what is truly essential to every senior business manager. As Bill so effectively articulates, the analytics revolution is underway and promises to fundamentally change how business operates. This is not an IT practitioner's guide—rather, it is a primer for the seasoned business manager. It cuts through the hype and informs the manager of what he or she must know to operationalize analytics within the company's business processes."
—**Mark A. Van Sumeren,** Senior Vice President, Strategy & Business Development, Owens & Minor, Inc.

Users Review

From reader reviews:

Christina Rogers:

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