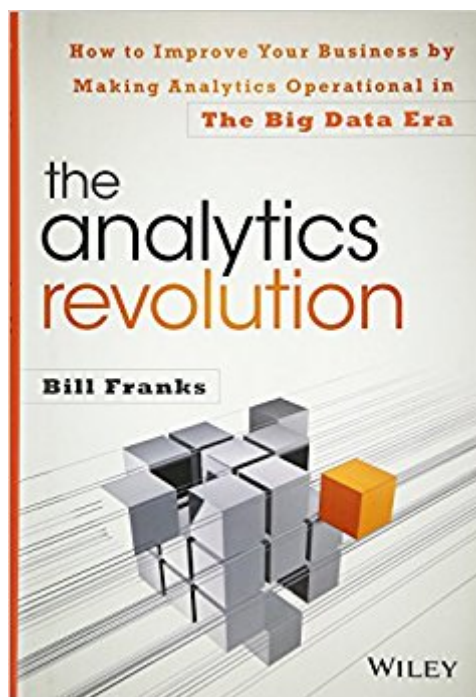




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# The Analytics Revolution: How To Improve Your Business By Making Analytics Operational In The Big Data Era



## Synopsis

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.

## Book Information

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## Customer Reviews

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

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.

Just as its predecessor *Taming the Big Data Tidal Wave* (which is a clear and precise overview of Big Data and business analytics) this book is an easy-to-follow, yet quite meaningful, overview of Operational Analytics. The best feature of *The Analytics Revolution* are its outstanding real-world examples that perfectly illustrate the dos and don'ts of the corporate analytics initiatives. This book is an excellent guide for navigating the enormous hype surrounding the terms "Big Data" and "Analytics", and I find to be a terrific read

for any executive, manager or MBA student.

Written in a straight-forward conversational manner, The Analytics Revolution provides a strategic and pragmatic view into the new and rapidly evolving world of advanced / operational analytics. Dozens of real world examples provide useful insight about how Operational Analytics in the Big Data era is creating a sustainable competitive advantage and radically transforming organizations and consumer experiences. If your career has anything to do with analytics, you really should read this book!

Years of experience into his career on operationalizing analytics, Bill explains the differences between operational analytics and defines a manager's roadmap to making this happen. Leveraging analytic professionals' lessons learned from the past and adding the new opportunities with new data types is an important call out too. Really solidifies some concepts.

Analytics without implementation are worthless. This book take a 360 degree view of an analytic from its initiation, creation, and finally implementation. The book is simple to read and understand and is a valuable resource if you are technical or in business. If you want to leverage data for positive change within your organization then this is definitely one of the books you should keep on your desk at work.

I thought this was great book for those with little background in IT or analytics. If you're looking to get a explanation and understanding of the topic this is a good place to start. I personally wish he took it slightly farther for those of us trying to utilize at least a few methods into our everyday work.

easy to read and very well explained. Interesting real and future cases

Brilliant introduction to the rigours of Operational Analytics.

One of the best book on analytics ever read

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