1.	Record Nr.	UNINA9910793203103321
	Autore	Samaddar Subhashish
	Titolo	Data Analytics [[electronic resource]] : Effective Methods for Presenting Results
	Pubbl/distr/stampa	Milton, : Auerbach Publications, 2019
	ISBN	1-351-97341-X 1-315-26755-1 1-351-97340-1
	Descrizione fisica	1 online resource (175 pages) : illustrations
	Collana	Data analytics applications
	Altri autori (Persone)	NargundkarSatish
	Disciplina	658.4/52
	Soggetti	Business - Data processing Business requirements analysis Business analysts
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Description based upon print version of record.
	Nota di bibliografia	Includes bibliographical references and index.
	Nota di contenuto	Know your audience -- Presenting results from commonly used modeling techniques -- Visualization to improve analytics -- Marketing models - Demonstrating effectiveness to clients -- Restaurant management : Convincing management to change -- Project presentations in the armed forces -- Inventory management - Customizing presentations for management layers -- Executive communication in process improvement -- Internal auditing - Seeking action from top management to mitigate risk -- Consumer lending : Winning presentations to investors -- As you can see.
	Sommario/riassunto	If you are a manager who receives the results of any data analyst's work to help with your decision-making, this book is for you. Anyone playing a role in the field of analytics can benefit from this book as well. In the two decades the editors of this book spent teaching and consulting in the field of analytics, they noticed a critical shortcoming in the communication abilities of many analytics professionals. Specifically, analysts have difficulty in articulating in business terms what their analyses showed and what actionable recommendations were made. When analysts made presentations, they tended to lapse into the technicalities of mathematical procedures, rather than focusing on the

strategic and tactical impact and meaning of their work. As analytics has become more mainstream and widespread in organizations, this problem has grown more acute. Data Analytics: Effective Methods for Presenting Results tackles this issue. The editors have used their experience as presenters and audience members who have become lost during presentation. Over the years, they experimented with different ways of presenting analytics work to make a more compelling case to top managers. They have discovered tried and true methods for improving presentations, which they share. The book also presents insights from other analysts and managers who share their own experiences. It is truly a collection of experiences and insight from academics and professionals involved with analytics. The book is not a primer on how to draw the most beautiful charts and graphs or about how to perform any specific kind of analysis. Rather, it shares the experiences of professionals in various industries about how they present their analytics results effectively. They tell their stories on how to win over audiences. The book spans multiple functional areas within a business, and in some cases, it discusses how to adapt presentations to the needs of audiences at different levels of management.