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Titolo	The analytics lifecycle toolkit : a practical guide for an effective analytics capability / / by Gregory S. Nelson
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Descrizione fisica	1 online resource (467 pages)
Collana	Wiley & SAS Business Series
Disciplina	658.4/033
Soggetti	Management - Statistical methods Management - Data processing Decision making - Data processing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Analytics overview -- The people of analytics -- Organizational context for analytics -- Data strategy, platforms, and architecture -- The analytics lifecycle toolkit -- Problem framing -- Data sensemaking -- Analytic model development -- Results activation -- Analytics product management -- Actioning analytics -- Core competencies for analytic teams -- The future of analytics.
Sommario/riassunto	An evidence-based organizational framework for exceptional analytics team results The Analytics Lifecycle Toolkit provides managers with a practical manual for integrating data management and analytic technologies into their organization. Author Gregory Nelson has encountered hundreds of unique perspectives on analytics optimization from across industries; over the years, successful strategies have proven to share certain practices, skillsets, expertise, and structural traits. In this book, he details the concepts, people and processes that contribute to exemplary results, and shares an organizational framework for analytics team functions and roles. By merging analytic culture with data and technology strategies, this framework creates understanding for analytics leaders and a toolbox for practitioners.

Focused on team effectiveness and the design thinking surrounding product creation, the framework is illustrated by real-world case studies to show how effective analytics team leadership works on the ground. Tools and templates include best practices for process improvement, workforce enablement, and leadership support, while guidance includes both conceptual discussion of the analytics life cycle and detailed process descriptions. Readers will be equipped to:

- Master fundamental concepts and practices of the analytics life cycle
- Understand the knowledge domains and best practices for each stage
- Delve into the details of analytical team processes and process optimization
- Utilize a robust toolkit designed to support analytic team effectiveness

The analytics life cycle includes a diverse set of considerations involving the people, processes, culture, data, and technology, and managers needing stellar analytics performance must understand their unique role in the process of winnowing the big picture down to meaningful action. The Analytics Lifecycle Toolkit provides expert perspective and much-needed insight to managers, while providing practitioners with a new set of tools for optimizing results.
