



Win with Advanced Business Analytics: Creating Business Value from Your Data

By Jean-Paul Isson, Jesse Harriott

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Plain English guidance for strategic business analytics and big data implementation

In today's challenging economy, business analytics and big data have become more and more ubiquitous. While some businesses don't even know where to start, others are struggling to move from beyond basic reporting. In some instances management and executives do not see the value of analytics or have a clear understanding of business analytics vision mandate and benefits. *Win with Advanced Analytics* focuses on integrating multiple types of intelligence, such as web analytics, customer feedback, competitive intelligence, customer behavior, and industry intelligence into your business practice.

- Provides the essential concept and framework to implement business analytics
- Written clearly for a nontechnical audience
- Filled with case studies across a variety of industries
- Uniquely focuses on integrating multiple types of big data intelligence into your business

Companies now operate on a global scale and are inundated with a large volume of data from multiple locations and sources: B2B data, B2C data, traffic data, transactional data, third party vendor data, macroeconomic data, etc. Packed with case studies from multiple countries across a variety of industries, *Win with Advanced Analytics* provides a comprehensive framework and applications of how to leverage business analytics/big data to outpace the competition.

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Win with Advanced Business Analytics: Creating Business Value from Your Data By Jean-Paul Isson, Jesse Harriott **Bibliography**

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Editorial Review

From the Inside Flap

Today's companies operate on a global scale and are inundated with an overwhelming volume of data from a number of multiple locations and sources: B2B data, B2C data, traffic data, transactional data, third-party vendor data, and macroeconomic data, among others. While some businesses don't even know where to start, others are still struggling to move beyond basic reporting. In some instances, management and executives don't have a clear understanding of business intelligence and don't see the value of analytics.

With valuable insights from authors Jean Paul Isson and Jesse harriott--renowned business intelligence (BI) leaders--Win with *Advanced Business Analytics: Creating Business Value from Your Data* provides CFOs, chief marketing officers, directors of marketing, and business managers with a new way of looking at integrating the multiple types of intelligence into their business practice.

Written clearly for the nontechnical professional, this definitive guide shows you how to gain the most opportunity and value from *every* type of business intelligence, with essential guidance on:

- The challenge of business analytics
- The BASP framework: pillars of business analytics success
- Big and little data--different types of intelligence
- leveraging digital analytics effectively
- Winning with predictive analytics
- Social media analytics
- Mobile analytics
- The future of analytics

Use data more effectively. Take your analytics to the next level. Unleash the potential buried in your company's data. Do it all with the visionary guidance found in *Win with Advanced Business Analytics*.

From the Back Cover

Praise for

Win with Advanced Business Analytics

"Win with Advanced Business Analytics is an essential guide for the business leader on how to extract value from the organization's data assets. It's recommended reading for any executive looking to transform their organization through analytics."

- Sal Iannuzzi, CEO, Monster Worldwide

"An analytics revolution is transforming business, breaking down organizational silos and empowering front line employees to make profit-optimizing decisions. If you are looking for a sherpa to guide you to analytics success, Win with Advanced Business Analytics will ensure your business reaches its own highest summit."

- Christoper Krohn, President and CMO Restaurant.com

"In the era of Big Data, companies need to have a strong analytics foundation to compete effectively. Win

with Advanced Business Analytics gives business leaders all the essential principles needed to get the most from its data assets."

- Gail F Goodman, CEO, Constant Contact

"The days of analysis paralysis are over...Win with Advanced Business Analytics does a masterful job of showing how information can be leveraged to make an immediate business impact. You'll leave with a deeper understanding of how to ensure data has the maximum benefit to your organization."

- Steve Pemberton, Divisional Vice-President and Chief Diversity Officer, Walgreen's

"Dr. Harriott and Mr. Isson demystify the use of data and empower the business leader to move from anecdotes to analytics. The business owner can benefit from a paradigm shift away from intuition towards a solid foundation of analytics, predictability and results.

-Steve Pogorzelski, CEO, ClickFuel

"Anyone working in global health, as I have for nearly three decades, knows firsthand the power of evidence-based practice to guide policy and raise the standard of care. In this book, both rigorous and easily accessible, the authors provide helpful frameworks to harness that power across diverse fields. This book is an essential read for any leader who wants to leverage the power of analytics in addressing the great problems of our times.

- Dr. Paul Farmer, Kolokotronis University Professor at Harvard University and Co-founder of Partners In Health

Additional praise for Win with Advanced Business Analytics

"JP Isson and Jesse Harriott are outstanding leaders in this field. If you want to succeed with analytics, you must read this book!"

--Bruno Aziza, Vice President of Marketing, SiSense, and coauthor of Drive Business Performance: Enabling a Culture of Intelligent Execution

"In today's ultra-competitive world, leveraging analytics to help companies manage their path forward is a must. Win with Advanced Business Analytics does a great job of providing an understanding of business analytics and creating a framework to build upon. The authors bring great experience and knowledge to help explain a critical and complex topic."

--Larry Freed, CEO, ForeSee, and author of Managing Forward: How to Move from Measuring the Past to Managing the Future

"At LifeCare, we are passionate about using analytics to drive innovation and business growth. This book provides executives and managers with useful guidance for using business analytics to drive results. I recommend reading and applying the concepts and frameworks of Win with Advanced Business Analytics."

--Doug Klinger, CEO, LifeCare

"Win with Advanced Business Analytics provides a blueprint for how analytics can impact the bottom line of an organization and helps business leaders make the most of their analytics investments. It's a must-read in today's big data environment."

--Michael Krauss, @ C Level Columnist, Marketing News, and President, Market Strategy Group

"In today's world, an analytical, data-driven approach to business is table stakes. Win with Advanced Business Analytics has been written for those of us who need an introduction or an update on the state-of-the-art/science. It is comprehensive and practical. It suggests approaches and concrete real-life solutions to complex business challenges while remaining nontechnical and fun to read. A great reference for today's decision makers!"

--Louis Gagnon, Chief Product and Marketing Officer, Yodle

"A great overview of analytics and best practices for the business leader. It will be a critical resource for anyone looking to get the most out of their analytics initiatives and is a must-read for both newcomers and seasoned vets."

--Raj Aggarwal, CEO, Localytics

"Finally, a book that provides straightforward, accessible, and proven approaches to dealing with the massive amount of information collected by companies. Isson and Harriott give managers the analytical tool not only to see the forest from the trees but also to capitalize on the picture."

--Stéphane Brutus, PhD, Professor, Department of Management, John Molson School of Business, Concordia University

"Business analytics focuses on developing new insights and understanding of business performance based on concrete data and statistical methods. This book is a good guide to help you compete and win with advanced analytics."

--Jean-Marc Leger, President and CEO, Leger Marketing

"Win with Advanced Business Analytics offers the business leader a clear path of how analytics can impact the organization."

--Joe Carvelli, CEO, Retail Ingenuity

"Whether you work in marketing research, customer relationship management, social media, customer experience management, web analytics, or have to use all of these inputs in developing your organization's strategic planning efforts, this book will open your eyes. The authors present an integrated approach to customer and competitor information analysis. They define the domain, explain the disparate functions, give great and timely company examples, and tie it all together. This book is certain to cause more than one company to reorganize how it approaches analytics."

--Roger Baran, Professor of Marketing, DePaul University

"Retail is a highly competitive industry, and part of our success is due to how we leverage big data and analytics. Win with Advanced Business Analytics is a key resource for leaders looking to gain insight and direction regarding how data assets can be used to impact the bottom line of their organization."

--Scott Bracale, President, Tween Brands Agency Inc., d/b/a Justice

"This book is great for managers and students who would like to learn how to apply advanced business analytics. The conceptual framework and case studies presented here are a must-read."

--Minha Hwang, PhD, Assistant Professor of Marketing, McGill University

About the Author

Jean Paul Isson is an internationally recognized speaker and an expert in advanced business analytics. He is Global Vice President of BI and predictive analytics at Monster Worldwide, Inc., where he has built his team from the ground up and successfully conceived and implemented advanced analytics and web mining solutions. prior to joining Monster, Isson led the global customer behavior modeling team at Rogers Wireless, implementing churn models and pioneering the Customer Lifetime Value segmentation to optimize services marketing and sales activities.

Jesse S. Harriott, PhD, is Chief Analytics Officer for Constant Contact. Previously Jesse was Chief Knowledge Officer at Monster Worldwide where he helped drive annual revenue from \$300 million to over \$1.3 billion. Harriott started an international analytics division at Monster and created the Monster Employment Index, now tracked in the United States, Europe, and Asia by millions of people. He also led web analytics, business intelligence, competitive intelligence, data governance, marketing research, and sales analytics departments for Monster. Jesse has taught at the University of Chicago and was named one of Boston's Top 40 Under 40.

Users Review

From reader reviews:

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