

Analytics support management decision making.

But is it the data or the people that count?

In our **lecture** we will explore what an analytics intervention might look like, how we determine what questions our analysis should answer, and what different analytic approaches may deliver.

Our **seminar** will examine examples of analytic projects, drawing upon the lecture content as we review how the write-up of these projects communicates what has been achieved and consider the role that collaboration plays in the overall success of analytic interventions.

Analytics is a relatively recent term but has a long history that is associated with **Operational Research (OR)**. In advance of our session on the 16th, you might like to look at the UK's Operational Research Society's website to get a broader understanding of what can be achieved through OR/Analytics:

[A Community For Problem Solvers | ORS](#)

Students receive fully subsidised membership of the Operational Research Society, but you do not need to join the society to view content on the “about and resources” tab. Here you will find current news, historical information, information about different methods and techniques, recent cases examples and job adverts. If you are curious about OR you might like to view this short video (4:24) about the origins of OR:

[Patrick Blackett | Draw my life](#)

Here are some examples of the job descriptions most frequently associated with “Operational Research” and “Analytics”:



In preparation for our seminar, you might like to read through the following magazine articles, they provide short accounts of real analytics interventions and will form the basis of our seminar discussions. You do not need to take notes, just read them as stories so that they are not completely unfamiliar to you on the day of the seminar.

Here is a summary of the documents associated with this session that you will find on this programme resource repository.

<i>Reference number</i>	<i>Document</i>	<i>Formats available</i>
1a 1b	Introduction and briefing	Word Pdf
2-4	Cases to be used in the seminar	Pdf
5a 5b	Lecture slides	Powerpoint Pdf
6a 6b	Seminar slides	Powerpoint Pdf
7a 7b	Seminar exercise template	Word Pdf

Summary, sample answers, and follow-on materials will be uploaded after the seminar.