

An introduction to management

Analytics support management decision making.

But is it the data or the people that count?

Case evaluated:

Intervention context:

1. What is the situation or problem context?
2. What people are involved and who do the analysts engage with during the intervention?
3. What sort of data is available?

Translation from business problem to analytics problem:

4. What is the problem that is being addressed?
5. What sequence of methods or tools is used?
6. What is the main analytic technique?

Delivery and evaluation:

7. Can you describe the rational, systematic approach taken?
8. What type of output is produced and what does it enable the users to do?
9. How well is the output received?
10. How successful do you think the project was?
11. If you were the analyst, what might you do next or how might you improve your output?