



SMARTER THAN THE AVERAGE GUIDE

# HBR Guide to

**BONUS  
ARTICLE**  
Data Scientist:  
The Sexiest Job  
of the 21st  
Century

# Data Analytics Basics for Managers

**Understand the numbers**  
**Make better decisions**  
**Present and persuade**



**Harvard  
Business  
Review  
Press**

# Analytics Hbr

**D Keegan**



## **Analytics Hbr:**

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Strategic Analytics: The Insights You Need from Harvard Business Review Harvard Business Review, Eric Siegel, Edward L. Glaeser, Cassie Kozyrkov, Thomas H. Davenport, 2020-04-21 Is your company ready for the next wave of analytics Data analytics offer the opportunity to predict the future use advanced technologies and gain valuable insights about your business But unless you're staying on top of the latest developments your company is wasting that potential and your competitors will be gaining speed while you fall behind Strategic Analytics The Insights You Need from Harvard Business Review will provide you with today's essential thinking about what data analytics are capable of what critical talents your company needs to reap their benefits and how to adopt analytics throughout your organization before it's too late Business is changing Will you adapt or be left behind Get up to speed and deepen your understanding of the topics that are shaping your company's future with the Insights You Need from Harvard Business Review series Featuring HBR's smartest thinking on fast-moving issues blockchain cybersecurity AI and more each book provides the foundational introduction and practical case studies your organization needs to compete today and collects the best research interviews and analysis to get it ready for tomorrow You can't afford to ignore how these issues will transform the landscape of business and society The Insights You Need series will help you grasp these critical ideas and prepare you and your company for the future *HBR's 10 Must Reads on AI, Analytics, and the New Machine Age (with bonus article "Why Every Company Needs an Augmented Reality Strategy" by Michael E. Porter and James E. Heppelmann)* Harvard Business Review, Michael E. Porter, Thomas H. Davenport, Paul Daugherty, H. James Wilson, 2018-12-24 Intelligent machines are revolutionizing business Machine learning and data analytics are powering a wave of groundbreaking technologies Is your company ready If you read nothing else on how intelligent machines are revolutionizing business read these 10 articles We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you understand how these technologies work together how to adopt them and why your strategy can't ignore them In this book you'll learn how Data science driven by artificial intelligence and machine learning is yielding unprecedented business insights Blockchain has the potential to restructure the

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**HBR's 10 Must Reads Boxed Set with Bonus Emotional Intelligence (7 Books)** (HBR's 10 Must Reads) Harvard Business Review, Peter F. Drucker, Clayton M. Christensen, Daniel Goleman, Michael E. Porter, 2017-03-14

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**Strategic Analytics: The Insights You Need from Harvard Business Review**, 2020-04-21

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understanding of the topics that are shaping your company's future with the Insights You Need from Harvard Business Review series. Featuring HBR's smartest thinking on fast-moving issues, each book provides the foundational introduction and practical case studies your organization needs to compete today and collects the best research, interviews, and analysis to get it ready for tomorrow. You can't afford to ignore how these issues will transform the landscape of business and society. The Insights You Need series will help you grasp these critical ideas and prepare you and your company for the future. This specially priced 8-volume set includes Agile, Artificial Intelligence, Blockchain, Climate Change, Customer Data Privacy, Cybersecurity, Monopolies, Tech Giants, Strategic Analytics, **Data Science and Big Data Analytics**, EMC Education Services, 2015-01-27. Data Science and Big Data Analytics is about harnessing the power of data for new insights. The book covers the breadth of activities and methods and tools that Data Scientists use. The content focuses on concepts, principles, and practical applications that are applicable to any industry and technology environment, and the learning is supported and explained with examples that you can replicate using open source software. This book will help you become a contributor on a data science team. Deploy a structured lifecycle approach to data analytics problems. Apply appropriate analytic techniques and tools to analyzing big data. Learn how to tell a compelling story with data to drive business action. Prepare for EMC Proven Professional Data Science Certification. Get started discovering, analyzing, visualizing, and presenting data in a meaningful way today. **Big Data at Work** Thomas Davenport, 2014-02-04. Go ahead, be skeptical about big data. The author was at first. When the term big data first came on the scene, bestselling author Tom Davenport, *Competing on Analytics*, *Analytics at Work* thought it was just another example of technology hype. But his research in the years that followed changed his mind. Now in clear conversational language, Davenport explains what big data means and why everyone in business needs to know about it. *Big Data at Work* covers all the bases: what big data means from a technical, consumer, and management perspective; what its opportunities and costs are; where it can have real business impact; and which aspects of this hot topic have been oversold. This book will help you understand why big data is important to you and your organization. What technology do you need to manage it? How big data could change your job, your company, and your industry? How to hire, rent, or develop the kinds of people who make big data work. The key success factors in implementing any big data project. How big data is leading to a new approach to managing analytics. With dozens of company examples, including UPS, GE, Amazon, United Healthcare, Citigroup, and many others, this book will help you seize all opportunities from improving decisions, products, and services to strengthening customer relationships. It will show you how to put big data to work in your own organization so that you too can harness the power of this ever-evolving new resource. *HBR's 10 Must Reads on Technology and Strategy Collection (7 Books)* Harvard Business Review, Michael E. Porter, Clayton M. Christensen, Rita Gunther McGrath, Thomas H. Davenport, 2020-12-08. Are analytics and technology a strategic part of your business? Artificial intelligence, platforms, algorithms, machine learning. Most business leaders know the value in advanced technologies. But how do you embed them?

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