



A PRACTITIONER'S GUIDE TO BUSINESS ANALYTICS: Using Data Analysis Tools to Improve Your Organization's Decision Making and Strategy

Randy Bartlett

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Gain the competitive edge with the smart use of business analytics

In today's volatile business environment, the strategic use of business analytics is more important than ever. *A Practitioners Guide to Business Analytics* helps you get the organizational commitment you need to get business analytics up and running in your company. It provides solutions for meeting the strategic challenges of applying analytics, such as:

- Integrating analytics into decision making, corporate culture, and business strategy
- Leading and organizing analytics within the corporation
- Applying statistical qualifications, statistical diagnostics, and statistical review
- Providing effective building blocks to support analytics—statistical software, data collection, and data management

Randy Bartlett, Ph.D., is Chief Statistical Officer of the consulting company Blue Sigma Analytics. He currently works with Infosys, where he has helped build their new Business Analytics practice.

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