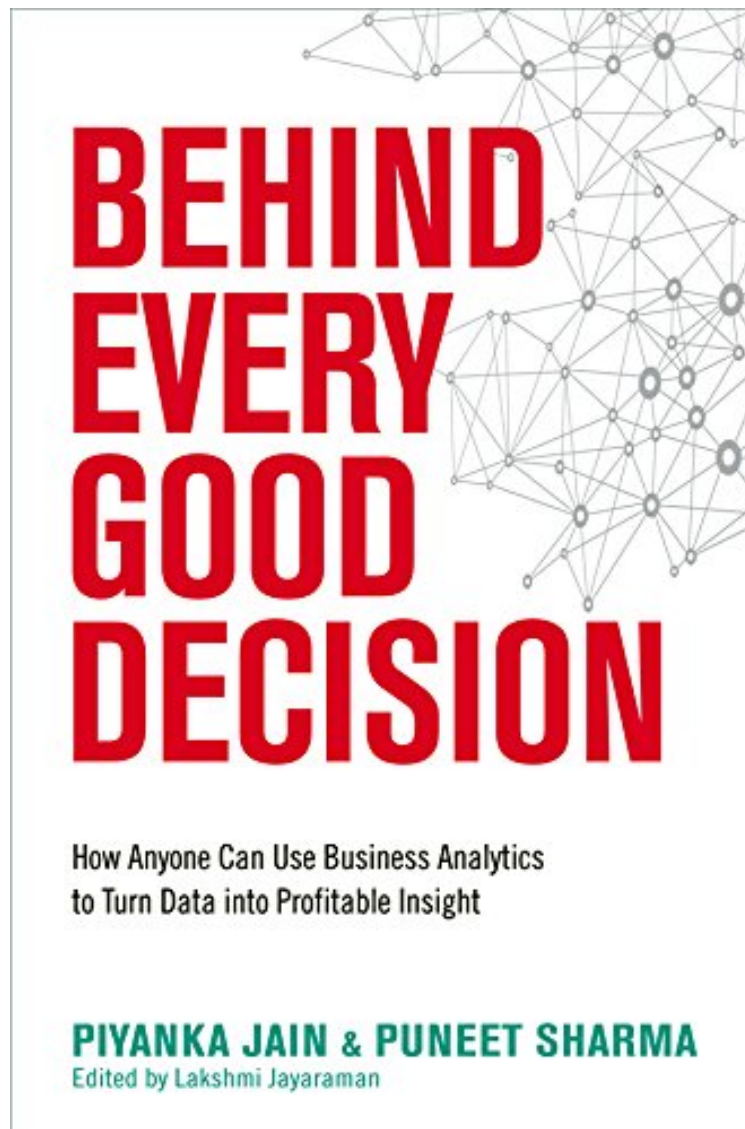


(Download) Behind Every Good Decision: How Anyone Can Use Business Analytics to Turn Data into Profitable Insight

## Behind Every Good Decision: How Anyone Can Use Business Analytics to Turn Data into Profitable Insight

*Piyanka Jain, Puneet Sharma*

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**Piyanka Jain, Puneet Sharma : Behind Every Good Decision: How Anyone Can Use Business Analytics to Turn Data into Profitable Insight** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Behind Every Good Decision: How Anyone Can Use Business Analytics to Turn Data into Profitable Insight:

2 of 2 people found the following review helpful. Nice BookBy CustomerI am a "Data Scientist" and my review has a slight angle from a "Data Scientist" perspective over the business professionals. Data science eliminates hunch and

guess and decisions backed by intuition. Today there is a tremendous demand for everything "Data Science", Companies need "Data scientists", IT resources are refocusing themselves to be the "Data scientists". Contrary to popular beliefs that Marketing benefits a lot from data science, companies are finding benefits across the spectrum of their operations. This book does an excellent job in this perspective. All the fundamental data analytics ideas are explained by almost plain words illustrating human's thinking process. You will feel all the methods are familiar even though you have never learned them because they are presented just as a codification of rational thinking in everyday life. Once the intuition is uncovered this well, the examples in the book look so natural and you get a way to start doing your own analytics tasks. It can be your first analytics book or an insightful book worth revisiting from time to time. I enjoy reading the book and learn a lot not only the insights but also how to transmit knowledge effectively. 2 of 2 people found the following review helpful. Very well written easy to follow process and book By LSAnderson40 This is an interesting and practical book for delving into analysis and analytics. Piyanka has put a great process together that is easy to follow and delivers results. We liked the book so much, that we invited Piyanka to speak at an offsite executive meeting, where her message stirred lots of great discussion, and helped the team answer many questions about our approach to analysis, use of data, and analytics. 0 of 0 people found the following review helpful. Refreshing to Read By Jack Regehr I very much appreciate the expertise of the main author Piyanka Jain. I find it refreshing to read a perspective that ignores the hype that is Big Data. She writes that 80% of analytics-based decisions don't require big data and I'm sure that would include analytics at most companies. Bravo. The bulk of the book outlines the BADIR framework for getting from data to decisions: 1. Business Question 2. Analysis Plan 3. Data Collection 4. Derive Insights 5. Recommendations This looks like a rock-solid method to use, start to finish. My main critique is this: This plan is essentially theoretical in the sense that most analysts need to fit into the environment that their manager has created for the department. For example I was once given a very large data set and told simply to find the significant patterns (very challenging). I hope people in positions of leadership can get a hold of this book and learn the correct steps for analysis.

There is a costly misconception in business today—that the only data that matters is BIG data, and that complex tools and data scientists are required to extract any practical information. Nothing could be further from the truth. In *Behind Every Good Decision*, authors and analytics experts Piyanka Jain and Puneet Sharma demonstrate how professionals at any level can take the information at their disposal and leverage it to make better decisions. The authors' streamlined framework demystifies the process of business analytics and helps anyone move from data to decisions in just five steps—using only Excel as a tool. Readers will learn how to: Clarify the business question; Lay out a hypothesis-driven plan; Pull relevant data; Convert it to insights; Make decisions that make an impact. Packed with examples and exercises, this refreshingly accessible book explains the four fundamental analytic techniques that can help solve a surprising 80% of all business problems. Business analytics isn't rocket science—it's a simple problem-solving tool that can help companies increase revenue, decrease costs, improve products, and delight customers. And who doesn't want to do that?

Jain and Sharma do a fantastic job of explaining how any reasonably intelligent person can make sense of data by starting with the problems they want to solve—

-- MindTools

Jain and Sharma demystify big data by revealing how to use it as a highly effective business tool—

-- Baseline

—takes a dauntingly huge subject - analytics - and reduces it to clear, usable chunks—

-- Blue Heron Journal

—should be on the desk and in the hands of planners and decision-makers in organizations where good decisions matter. That's everybody—

-- Vancouver Business Journal

Jain and Sharma offer an exceptionally clear, illustrated guide to data analysis, including meaningful, real case studies and actionable best practices—

getAbstract recommends this commonsense, practical approach to managers, executives, entrepreneurs and professionals who don't analyze for a living—

-- getAbstract

Jain and Sharma have found a way to make the analysis of data engaging and easy to understand, even for those of us who are not mathematically inclined—

-- Internal Auditing From the Inside Flap

List the hottest buzzwords in business today and "analytics" is bound to come out near the top. But to most people, analytics implies complex tools and technical experts manipulating massive amounts and varieties of information (i.e., "Big Data"). But complex Big Data analytics isn't the only game in town. And many people don't realize that a business doesn't need data scientists and complex tools to derive useful information and valuable benefits from any amount of raw data (e.g., names, behaviors, zip codes, demographics, sales statistics, etc.). Now Piyanka Jain and Puneet Sharma have defeated the myth that analytics is "rocket science"—and that only Big Data matters. In *Behind Every Good Decision*, they demonstrate how you can leverage the data you've got to generate valuable insights and drive countless smart business decisions. Best of all, the techniques for solving 80 percent of all business problems can be solved by any professional using only a Microsoft Excel spreadsheet!—and the authors show you how. Among the fascinating things you'll learn and apply from this engaging, easy-to-understand book are:

- \* How to use a unique, remarkably effective, streamlined method called "BADIR" for short, that works in any industry and will help you move from data to decisions in just five steps
- \* How

this tool can help you improve customer experiences, optimize your work flow, predict the rate of customer churn, and determine which among several business propositions should be the focus of your attention \* The four most commonly used analytics methodologies \* Tools you can use for storing, reporting, and analyzing data \* The kinds of people who should be chosen for an analytics team With this book, you'll see that business analytics is a simple problem-solving tool. Done right, your analytics effort can make for happier customers, better products, agile business practices, more productive employees, bigger revenues, and fatter profits--not to mention delighted bosses. And with the help of Behind Every Good Decision, you'll be able to launch that effort right from your own laptop. It's time to see how. Piyanka Jain is CEO of Aryng, a management consulting company that focuses on analytics. She has been a keynote speaker at major business and analytics conferences, discussing how to gain a competitive advantage through data-driven decision making. Connect with Piyanka: [Twitter@AnalyticsQueen](https://twitter.com/AnalyticsQueen) Her blog:<http://www.forbes.com/sites/piyankajain/> Puneet Sharma has a 15-year track record of spearheading highly effective marketing and product strategy initiatives in Internet/financial industries. After completing his MBA, he held marketing, product, and analytic leadership roles at PayPal, Capital One, and HSBC. He is now VP of Analytics and User Research at Move, Inc. From the Back Cover "If you want to learn how to set up an analytics-driven organization and compete with analytics, then this book is for you." -- Steve Berkowitz, CEO, Move, Inc. "Inundated with data? Over years of helping companies grow from cradle to star performers, I have seen that winners are those who best manage their data and leverage it to make the right decisions. Behind Every Good Decision hands over that secret with a special blend of analytics and Aryng's BADIR framework. Best of all, it is so simple and drives amazing results. This is a guide I would tell every entrepreneur and executive team to absorb and apply." -- Dana Stalder, venture capitalist at Matrix Partners; former executive at PayPal, eBay, and Netscape "Behind Every Good Decision is the playbook business leaders need to cut their ocean of data into smaller pools of useful information. Piyanka and Puneet have developed a detailed yet simple framework that anyone can use to harness the power of data analytics." -- Barry F. Roach, President Chief Executive Officer, SafeAmerica Credit Union "A refreshing, solid framework to learn about and execute on analytics; a trustworthy guide to advanced techniques such as predictive analytics when required; and a simple do-it-yourself method--Behind Every Good Decision does the trick." -- Eric Siegel, Founder, Predictive Analytics World and author of Predictive Analytics "With all the buzz of Big Data, we forget that most firms are still trying to master Small Data. While the panacea may seem to be complex statistics, Behind Every Good Decision simply solves business problems with smart Business Analytics, asking the right questions and using simple tools like Excel! With their BADIR framework, Piyanka and Puneet embody the KISS principle (Keep It Simple, Stupid) to set up an analytics organization and drive impact. If you are a business professional or leader looking to move the needle with your data, read this book!" --Sameer Chopra, VP, Advanced Analytics, Orbitz Worldwide