

Module One

The Business Analytics Landscape

- Business Analytics Defined
 - The What and Why of Analytics
- Business Analytics Context
 - Analytics and the BI Framework
 - Analytics and the BI Value Chain
 - Analytics and BI Architecture
- Analytic Concepts
 - Measurement Concepts
 - Management Concepts
 - Decision Concepts
 - Analytic Roles and Organizations
- Analytics Foundation
 - Statistics
 - Analytic Models
 - BI Technology for Analytics
- Analytics Challenges
 - The Hard Stuff about Analytics

Module Two

Analytic Skills

- Measurement
 - Concepts and Terminology
 - Developing Measures
 - Using Measures
- Statistics
 - Concepts and Terminology
 - Developing Statistics
 - Using Statistics
- Modeling
 - Concepts and Terminology
 - Developing Analytic Models
 - Using Analytic Models

Module Three

The Analytics Enabled Business

- Business Environment
 - Analytics Culture
 - Business Management
 - Decision Processes
- Business Roles
 - Analytics Consumers
 - Analytics Providers
- Capabilities
 - Key Practices
 - Analytic Supply Chain
 - Analytic Usage

Module Four

Analytics Delivery

- Visual Delivery Methods

- o Tables
 - o Plots and Maps
- Charts and Graphs
 - o Line Graphs
 - o Column Graphs
 - o Bar Graphs
 - o Pictographs
 - o Pie and Donut Charts
 - o Cosmographs
 - o Scatter Graphs
 - o Area Graphs
 - o Surface Graphs
 - o Bubble Graphs
 - o Compound Charts
- Images
 - o Visualization of Concepts
- Reports
 - o Combining Text, Tables, Images, Charts, and Graphs
 - o Some Examples

Module Five

Analytics Design

- Charting and Graphing Decisions
 - o Matching Charts and Graphs to Information Needs
- Visual Design
 - o Colors and Fonts
 - o Scale and Size
 - o Two-Dimensional vs. Three-Dimensional
- Presentation and Audience
 - o Level of User and Frequency of Use
 - o Viewer Perception and Perspective
 - o Comprehension, Interpretation, and Misinterpretation
- Presentation and Usage
 - o Forecasting and Trend Analysis
 - o Anticipating Risk
 - o Monitoring Performance
 - o Cause-Effect Analysis
- Design Decisions for Analytic Presentation
 - o Design Considerations

Module Six

The Analytic Portfolio

- Analytic Packaging
 - o A Collection of Related Analytics
- Analytic Distribution
 - o Reach into the Business
- Portfolio Alignment
 - o Matched to Business Functions
- Analytic Content
 - o Matched to Decision Processes
- Analytic Audience
 - o Matched to Business People

Module Seven

Summary and Conclusion

- Summary of Key Points
 - A Quick Review
- Beyond Fundamentals
 - What Else Do You Need to Know?
- References and Resources
 - For More Information

Appendix A

Bibliography and References

Appendix B

Exercises

- Exercise 1 – Defining Business Measures
- Exercise 2 – Implementation Issues of Models
- Exercise 3 – Charting Decisions
- Exercise 4 – Understanding Visualization