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Analytics at work : : smarter decisions, better results

Now, in *Analytics at Work*, Davenport, Harris, and coauthor Robert Morison reveal how any manager can effectively deploy analytics in day-to-day operations—one business decision at a time. They show how many types of analytical tools, from statistical analysis to qualitative measures like systematic behavior coding, can improve decisions about ...

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Analytics at Work: Smarter Decisions, Better Results by Thomas H. Davenport, Jeanne G. Harris, and Robert Morison. (p. 10) and suggest that there are times when judgment should overtake analysis. The second half of the book is devoted to organizations staying analytical, especially in Stages Three to Five.

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Analytics at Work: Smarter Decisions, Better Results. •Not every

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company is going to use analytics as a means of competitive differentiation. •But every organization can benefit by improving how they: -use data to gain deeper insights -make smarter decisions -execute decisions more consistently -get better results.

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Analytics at Work: Smarter Decisions, Better Results

According to a survey described in the new book from Thomas Davenport and Jeanne Harris, *Analytics At Work: Smarter Decisions, Better Results*, “two-thirds of large US companies researched believe they need to improve their enterprise analytics capabilities” and “nearly three quarters said they are working to increase their company’s business analytic usage.”

Analytics at Work - University of Virginia

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In *Analytics at Work: Smarter Decision, Better Results*, Thomas H. Davenport, Jeanne G. Harris and Robert Morison explain how managers apply analytics for making decisions during operation. According to their research and examples, they developed DELTA (data, enterprise, leadership, targets, and analysts) model for developing analytical enterprise and leaders.

Analytics at Work: Smarter Decisions, Better Results

But a powerful new business tool - analytics - is enabling many firms to aggressively leverage their data in key business decisions and processes, with impressive results. In their previous book, *Competing on Analytics*, Thomas Davenport and Jeanne Harris showed how pioneering firms were building their entire strategies around their analytical capabilities.

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“Analytics at Work: Smarter Decisions, Better Results” by Thomas H. Davenport, Jeanne G. Harris and Robert Morison In the follow-up to their landmark 2007 book “Competing on Analytics,” Davenport and Harris team up with Morison to reveal how all managers can effectively deploy analytics in their day-to-day operations – one business decision at a time.