



Key Business Analytics: The 60+ tools every manager needs to turn data into insights: - better understand customers, identify cost savings and growth opportunities

By Bernard Marr

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Key Business Analytics will help managers apply tools to turn data into insights that help them better understand their customers, optimize their internal processes and identify cost savings and growth opportunities.

It includes analysis techniques within the following categories:

- Financial analytics – cashflow, profitability, sales forecasts
- Market analytics – market size, market trends, marketing channels
- Customer analytics – customer lifetime values, social media, customer needs
- Employee analytics – capacity, performance, leadership
- Operational analytics – supply chains, competencies, environmental impact
- Bare business analytics – sentiments, text, correlations

Each tool will follow the bestselling Key format of being 5-6 pages long, broken into short sharp advice on the essentials:

- What is it?
- When should I use it?
- How do I use it?
- Tips and pitfalls
- Further reading

This essential toolkit also provides an invaluable section on how to gather original data yourself through surveys, interviews, focus groups, etc.

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Editorial Review

From the Back Cover

A VITAL INSIGHT TO ANALYTICS FOR EVERY BUSINESS

Analytics are essential in any modern business. They help you make better decisions, develop your strategy and identify growth opportunities in business.

Key Business Analytics provides easy access to the most powerful analytics tools. Whether you are a busy manager, business analyst or data professional, you can unlock the insights behind the data and improve your business performance.

Covering over 60 approaches, this jargon-busting book provides a practical overview of analytics tools and explains how to use them. It will help you to understand some of the most valuable analytics techniques, the areas in business to apply them to and how to turn data into insights. From scenario analysis to data mining, learn how to interpret your data and transform the way you make business decisions. It's the essential guide for every manager.

About the Author

Bernard Marr is a leading global authority on organisational performance & business success. He regularly advises organisations & governments across the globe & is an acclaimed, award-winning keynote speaker, researcher, consultant & teacher. He's acknowledged by the *CEO Journal* as one of today's leading business brains.

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