



# Key Business Analytics: The 60+ Business Analysis Tools Every Manager Needs To Know

By Bernard Marr

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## Key Business Analytics: The 60+ Business Analysis Tools Every Manager Needs To Know By Bernard Marr

*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.

### **Users Review**

#### **From reader reviews:**

##### **Wesley Powell:**

Have you spare time for the day? What do you do when you have a lot more or little spare time? Yep, you can choose the suitable activity for spend your time. Any person spent their particular spare time to take a walk, shopping, or went to the actual Mall. How about open as well as read a book entitled Key Business Analytics: The 60+ Business Analysis Tools Every Manager Needs To Know? Maybe it is for being best activity for you. You recognize beside you can spend your time with the favorite's book, you can more intelligent than before. Do you agree with their opinion or you have other opinion?

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**Karen Tullis:**

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**Suzanne Robbins:**

Spent a free the perfect time to be fun activity to accomplish! A lot of people spent their sparetime with their family, or their particular friends. Usually they accomplishing activity like watching television, planning to beach, or picnic from the park. They actually doing ditto every week. Do you feel it? Do you need to something different to fill your current free time/ holiday? May be reading a book can be option to fill your totally free time/ holiday. The first thing you ask may be what kinds of book that you should read. If you want to test look for book, may be the publication untitled Key Business Analytics: The 60+ Business Analysis Tools Every Manager Needs To Know can be good book to read. May be it is usually best activity to you.

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