

The emergence of more powerful computers and the spreading of broadband internet connections, changed the way managers run their business nowadays. A direct consequence of this, is the massive accumulation of data on all companies. Additionally, the decision making cycles have become shorter, and they require faster responses from managers to successfully compete in the industry. This book presents a toolkit, with the aim of supporting managers to increase competitiveness on their organizations by the use of analytical tools. A scale is provided, which is aimed to serve as tool to evaluate analytical capabilities on companies. In this way, managers will respond questions as: How much analytical oriented my company is? Which ones analytical strengths and weaknesses are detected on my company? Once the diagnostic is performed, on the last part of the book, practical guidelines to increase analytical capabilities are provided. In addition, a type of continuous improvement cycle is presented, which consists on acting - diagnosing - acting. This cycle must be repeated until the company reaches the highest level on the scale: Analytics as competitive advantage.

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PDF In the future, competitive advantages will be given to organisations that can extract valuable information from massive data and make. ISSN-Print: ISSN-Online: ticocreditofhickory.com Modelling the level of adoption of analytical tools; An implementation of multi-criteria evidential . This allows us to generate appropriate evidence for assessing and finally prioritising the level of adoption of analytical tools in four types of companies. Modelling the level of adoption of analytical tools. An implementation of multi-criteria evidential reasoning. Authors: I. Barahona; J. Cavazosb; J. B. Yang. Adoption of analytical tools (AAT) represents a conjunction of data analysis, information technology and quantitative models used to predict trends and. IT governed BI and analytics tools today. It is proven that organizations with low levels of analytics adoption struggle to maximize the value from their data, and. Title: Analytical tool adoption level: a case study based on an evidential reasoning approach. Authors: Igor Barahona Torres; Alex Riba;. importance of quality data and the level of trust in a data source. .. compared to traditional data analytics tools as most of the big data services.

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