



Behind Every Good Decision: How Anyone Can Use Business Analytics to Turn Data into Profitable Insight

Piyanka Jain, Puneet Sharma

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There is a costly misconception in business today - that the only data that matters is BIG data, and that complex tools and data scientists are required to extract any practical information. Nothing could be further from the truth. In *Behind Every Good Decision*, authors and analytics experts Piyanka Jain and Puneet Sharma demonstrate how professionals at any level can take the information at their disposal and leverage it to make better decisions. The authors' streamlined frame work demystifies the process of business analytics and helps anyone move from data to decisions in just five steps...using only Excel as a tool. Readers will learn how to: clarify the business question; lay out a hypothesis - driven plan; pull relevant data; convert it to insights; make decisions that make an impact. Packed with examples and exercises, this refreshingly accessible book explains the four fundamental analytic techniques that can help solve a surprising 80 per cent of all business problems. Business analytics isn't rocket science - it's a simple problem-solving tool that can help companies increase revenue, decrease costs, improve products, and delight customers. And who doesn't want to do that?

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