



# **Big Data, Big Innovation: Enabling Competitive Differentiation through Business Analytics (Wiley and SAS Business Series)**

*Evan Stubbs*

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**A practical guide to leveraging your data to spur innovation and growth**

Your business generates reams of data, but what do you do with it? Reporting is only the beginning. Your data holds the key to innovation and growth – you just need the proper analytics. In *Big Data, Big Innovation: Enabling Competitive Differentiation Through Business Analytics*, author Evan Stubbs explores the potential gold hiding in your un-mined data. As Chief Analytics Officer for SAS Australia/New Zealand, Stubbs brings an industry insider's perspective to guide you through pattern recognition, analysis, and implementation.

*Big Data, Big Innovation: Enabling Competitive Differentiation Through Business Analytics* details a groundbreaking approach to ensuring your company's upward trajectory. Use this guide to leverage your customer information, financial reports, performance metrics, and more to build a rock-solid foundation for future growth.

- Build an effective analytics team, and empower them with the right tools
- Learn how big data drives both evolutionary and revolutionary innovation, and who should be responsible
- Identify data collection and analysis opportunities and implement action plans
- Design the platform that suits your company's current and future needs
- Quantify performance with statistics, programming, and research for a more complete picture of operations

Effective management means combining data, people, and analytics to create a synergistic force for innovation and growth. If you want your company to move forward with confidence, *Big Data, Big Innovation: Enabling Competitive Differentiation Through Business Analytics* can show you how to use what you already have and acquire what you need to succeed.

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