

*'Straightforward, engaging and entirely practical – Bernard Marr provides a comprehensive toolkit to rigorously analyse all aspects of your business.'*

**Dr Simon Boucher**, Chief Executive, Irish Management Institute

# Key Business Analytics

The 60+ business analysis tools every manager needs to know

Bernard Marr



PUBLISHING  
FINANCIAL TIMES

# Praise for *Key Business Analytics*

*'Why was this book not written earlier? Key Business Analytics is an excellent compendium of the analysis tools you really need, explained in a way that is practical and rigorous.'*

ROBERT SHAW, HONORARY PROFESSOR OF MARKETING ANALYTICS, CASS  
BUSINESS SCHOOL

*'Many business and technology leaders are aware of the opportunities advanced analytics can bring to their businesses but struggle to define how exactly value is going to be generated. Bernard Marr has produced a book that fills a substantial gap in the analytics literature. He gives, with great detail, insights as to how virtually any business can benefit from modern analytics. This book must be a reference to practitioners and managers, as well as technologists.'*

DR AHMED KHAMASSI, GLOBAL HEAD OF INSIGHTS, WIPRO DIGITAL

*'This book demystifies analytics and provides a practical guide for any business professional. Bernard makes it clear which methods and processes are applicable to a wide range of business needs.'*

RICH CLAYTON, VICE PRESIDENT, BUSINESS ANALYTICS, ORACLE

*'This book is a must-have for anyone trying to navigate the data analytics landscape. Thoughtfully organised and full of practical, real-life cases, this handy reference will help you cut through the big data hype and understand the many ways that analytics can benefit your business. Whether you are new to analytics or a big data guru, this book should be on your desk.'*

SCOTT ETKIN, WRITER, JOURNALIST AND EDITOR, DATA INFORMED

*'While early adopters are busy implementing business analytics solutions, a majority of business leaders are just beginning their analytics focus and need a jargon-free reference guide. Bernard Marr's book is this guide. He provides readers with a non-technical, high-level overview of seven critical areas of analytics. He defines terminology, types of analytics and business areas that can quickly see benefit from analytics. Each area is practical and guides managers towards quick ways to get up to speed and join the conversation. I highly recommend this book for managers feeling excluded from today's business analytics conversation.'*

GRETA ROBERTS, CEO, TALENT ANALYTICS, CORP.

# Key Business Analytics

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