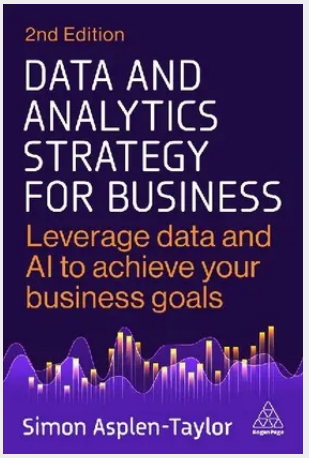
Asplen-Taylor

Data and Analytics Strategy for Business

Leverage Data and AI to Achieve Your Business Goals



43,00 €
43,00 € (zzgl. MwSt.)

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Data presents a tremendous opportunity for businesses to increase revenue, reduce costs, mitigate risks, and improve customer satisfaction. An effective data strategy leveraging AI allows businesses to take advantage of the data they have. ***Data and Analytics Strategy for Business*** is a practical guide for senior data leaders building a strategy for their organization. Starting with identifying the kind of data projects that reflect their company's goals and mission, it explains in detail how leaders can get buy-in for these projects from the rest of the organization. With emphasis on sourcing and identifying quality data, reporting and developing dashboards, using AI, understanding ethical considerations and better serving customers, this book provides the keys to using data to drive improved business results. Incorporating the latest developments in AI, this new edition of ***Data and Analytics Strategy for Business*** shows how leaders can use AI right away to get value from their existing strategy. It provides practical guidance and recommendations for implementing AI and machine learning to maximize performance. Filled with real-world examples from organizations including Tesco, Transport for London and Bupa, this book is a step-by-step guide to designing and implementing a results-driven data strategy.

Data and AI present a tremendous opportunity to improve business performance by increasing operational efficiency, revenues and customer satisfaction. An effective data strategy leveraging the power of AI allows businesses to create a competitive advantage.Data and Analytics Strategy for Business is a practical guide for business, technology and data leaders building a data, analytics and AI strategy for their organization. Starting by identifying the value you can obtain from data, analytics and AI, this book shows you how to maximise that value to support your organization's goals and mission. It covers the importance of having high quality data to generate trust, getting the whole organization on board as well as all the other essential elements required to complete your strategy. This book provides the keys to using data to drive improved business results. Incorporating the latest developments in AI, this new edition of Data and Analytics Strategy for Business shows how leaders can use AI right away to get value from their existing strategy. It provides practical guidance and recommendations for implementing AI and machine learning to maximize performance. Filled with real-world examples from organizations including Tesco and Facebook, this book is a step-by-step guide to designing and implementing a results-driven data strategy.

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