

Analytics Best Practices

A Business-driven Playbook for Creating Value through Data Analytics

Deliver enterprise data analytics success by following Prashanth's prescriptive and practical techniques.

Today, organizations across the globe are looking at ways to glean insights from data analytics and make good business decisions. However, not many business enterprises are successful in data analytics. According to Gartner, 80% of analytics programs do not deliver business outcomes. McKinsey consulting says, less than 20% of the companies have achieved analytics at scale.

So, how can a business enterprise avoid analytics failure and deliver business results? This book provides ten key analytics best practices that will improve the odds of delivering enterprise data analytics solutions successfully. It is intended for anyone who has a stake and interest in deriving insights from data analytics.

PRASHANTH H SOUTHEKAL, PHD, MBA

ANALYTICS BEST PRACTICES

A Business-driven Playbook
For Creating Value
through Data Analytics



Dr. Southeikal proves why he is one of the leading thinkers on data and analytics today. 'Analytics Best Practices' is an indispensable guide for business leaders and those looking to get into the analytics field on the nuances, challenges, and immense opportunities with data.

— Douglas B. Laney
Principal, Data & Analytics Strategy at Caserta, and Author of 'Infonomics'

About the Author

Prashanth Southeikal is the Managing Principal of DBP-Institute, a Data Analytics Consulting and Training firm. He has consulted for over 50 small, medium and large organizations, including P&G, GE, Shell, Apple, SAS, and SAP, and solved problems that are at the intersection of data, technology, and business productivity. Apart from his consulting assignments, he is an Analytics Advisor for SAS-Institute (Western Canada) and Grihasoft (India).

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