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Executive Summary. By observing the different approaches to data analytics taken by a wide range of companies, we can see some best practices for connecting data to real business value.

What's the Best Approach to Data Analytics?

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HBR Guide to Data Analytics Basics for Managers The objective of this book is to help managers make better data-driven decisions by working with data analysts and data scientists. The guide is a compendium adapted from 23 previously published Harvard Business Review and hbr.org articles.

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