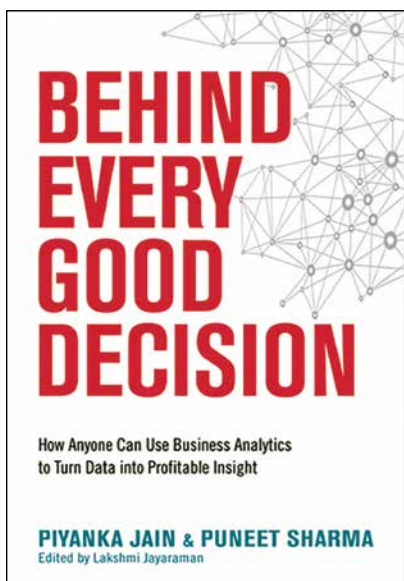


# Analytics Is for Everyone

Judy Vasek Sitton, CRM



This book sets out to accomplish the lofty goal of moving analytics from a vague, overwhelming, and complex discipline – usually associated with big data and predictive analysis – to a simple tool that anyone can use for making smarter decisions. In the process the authors present and explain BADIR™, a trademarked five-step approach to utilizing data for business impact. The acronym stands for:

1. Business question
2. Analysis plan
3. Data collection
4. Insights
5. Recommendations

The authors then show how to tie analytics to return on investment.

The assertions throughout the book are that the use of analytics, except in rare cases, is not rocket science and that analytics is not just about data itself but about using data to guide actions. The authors state that “Unless analytics drive business

impact, it is not analytics. It is just statistics; just data science.”

## Target Audience

In the introduction, the authors identify who this book is for and list specific sections beneficial for that target audience. They show how the book is practical for:

- Everyone
- People who want to learn hands-on analytics
- Leaders

However, if you are looking for more insight into using analytics and big data, look elsewhere. The authors specifically state, “Big Data is NOT synonymous with analytics and we will NOT talk about Big Data in this book. We will talk about how smarter decisions can be made using the data to which you have access.”

## Organization

*Behind Every Good Decision* is organized into four sections.

“Hello Analytics!” explains analytics and goes into detail about its various types.

“Diving Deep” delves into analytic tools, including the five-step process and predictive analytics.

“Leadership Toolkit” is self-explanatory.

“Analytics at Work” wraps up the book with 10 case studies that illustrate the use of analytics in diverse settings.

## For RIM Pros

The entire book will be of interest to records and information management (RIM) professionals as business leaders. It gives insights on business processes, in general, and talks about

## Behind Every Good Decision: How Anyone Can Use Business Analytics to Turn Data into Profitable Insight

**Authors:** Piyanka Jain, Puneet Sharma

**Publisher:** AMACOM Books

**Publication Date:** 2014

**Length:** 256 pages

**Price:** \$27.95

**ISBN:** 978-0-8144-4921-9

**Source:** [www.amacombooks.com](http://www.amacombooks.com)

how 70%-80% of business decisions can be accomplished effectively with simple analytic techniques and a spreadsheet.

Persons working with internal data scientists or with vendors doing predictive coding of data sets will also find information useful to them in this book. An entire chapter is devoted specifically to predictive analysis and explanations of how the past predicts the future.

Although the examples given lean more toward external marketing than internal use analytics, the common predictive techniques, applications, terminology, and modeling information provided help break down a complex process into bite-size pieces.

The chapter called “Common Pitfalls” is one we can all use.

## Overall Evaluation

I would recommend *Behind Every Good Decision* to ARMA members and other RIM professionals. Though not what I would call an easy read, the book is well written and organized in an easy-to-follow format. The au-

thors have impressive backgrounds with complimentary experience in utilizing analytics. They are careful to include the human side of analytics and acknowledge the people skills needed to prepare business counterparts for action.

The book provides an understand-

able framework of the different types of analytics used in business decision making. There is liberal use of charts, illustrations, and models. The case studies at the end reinforce the concepts from the other sections.

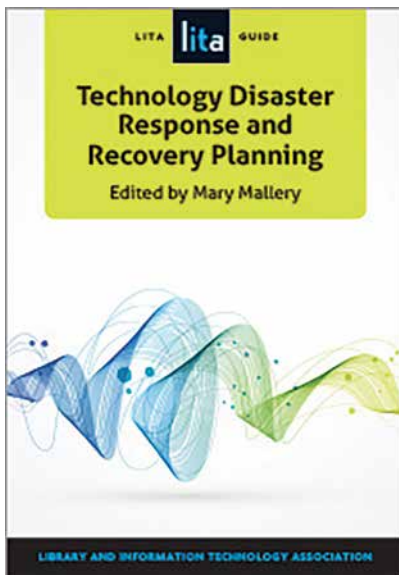
Although *Behind Every Good Decision* is focused on applying analytics

for results, no prior understanding or experience with analytics is necessary for readers to derive value from this book. **END**

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## How to Prepare for **Technageddon**

Crista Bradley



While no one in the information professions can dispute the value and significance of disaster planning, this important activity often ends up getting put on a back burner in a work-day of competing priorities and limited budgets. *Technology Disaster Response and Recovery Planning* serves as a poignant reminder of why the development and regular refreshing of disaster plans need to be incorporated into an organization's regular cycle of work.

The compact guide from the Li-

brary and Information Technology Association (LITA) features seven well-considered articles in chapter form that can serve as a useful launch pad for professionals ready to engage in the process of creating or updating their organization's technology disaster plan.

Mallery has assembled a significant amount of information in a slim volume. The book is divided into two parts that, in total, contain seven stand-alone chapters. This arrangement helps make the book a very accessible read.

### Creating the Plan

The five chapters in part one, "Creating the Technology Disaster Response and Recovery Plan," expose readers to a range of issues.

Chapter one is Mallery's own, entitled "What Could Go Wrong? Libraries, Technology, and Murphy's Law." It serves to frame the discussion that unfolds in the chapters that follow.

Chapter two, "Inventory and Risk Assessment for Digital Collections" (Liz Bishoff and Thomas F.R. Clareson) encourages readers to take full stock of their assets and risks at the outset of the planning process.

This is followed by "Disaster Planning and Risk Management with

### Technology Disaster Response and Recovery Planning: A LITA Guide

**Editor:** Mary Mallery

**Publisher:** American Library Association

**Publication Date:** 2015

**Length:** 120 pages

**Price:** \$59

**ISBN:** 978-0-8389-1315-4

**Source:** [www.ala.org](http://www.ala.org)

dPlan" (Donia Conn), which provides an overview of an online disaster planning tool developed by the Northeast Document Conservation Centre and the Massachusetts Board of Library Commissioners to streamline and support disaster planning.

Next comes chapter four, "Disaster Communication: Planning and Executing a Response" (Denise O'Shea), which prompts those engaged in disaster planning to give careful consideration to the importance of communication in a crisis situation.

The final chapter of part one is also the meatiest, "Future Trends: Cloud Computing and Disaster Mitigation" (Marshall Breeding). It briefly surveys some of the types of library

products available in a cloud environment and then considers various cloud service models, approaches, and issues from a disaster planning perspective.

### Learning from Case Studies

Part Two, “Managing Techmageddon: Disaster Mitigation and Lessons Learned,” includes two chapters featuring interesting case studies on several institutions that confronted significant, recent-memory disasters. The first, “The University of Iowa and the Flood of 2008: A Case Study”

(Paul A. Soderdahl), steps through the experience of an institution with a significant disaster. It contains five pages of concrete lessons learned and observations at the end of the discussion that are particularly useful.

The author clearly states that the technical elements of an institutional plan are less important than the context that surrounds them:

The major takeaway from both the 2008 flood and the 2013 near-miss is the extent to which a library IT disaster response plan is not a

particularly valuable technical resource. Certainly, a plan needs sufficient detail to make sense to an IT professional unfamiliar with the environment. But IT professionals solve IT problems for a living, so trying to solve imaginary problems ahead of time should not be a priority. Rather, the most indispensable sections of the plan document the default solutions to non-technical issues – organizational structure, lines of authority, and – most importantly – human relations.

“Digital Disaster Recovery and Resources in the Wake of Superstorm Sandy: A Case Study” (Thomas F.R. Clareson) is the final chapter in the book. In addition to providing an interesting window into the activities of several institutions that were in the line of this destructive 2012 hurricane, it underscores the importance of collaboration and partnership in disaster scenarios.

### Getting Started

The book is capped off by two helpful appendices that will be of interest to readers who are ready to act on the advice and inspiration provided in the main text and set their institution’s own plan into action. While the appendices are limited to communication planning, the “Resources” section that follows six of the seven main chapters supplements these helpful hands-on materials.

Overall, Mallery’s compendium is a well-considered, practical, and manageable resource for the information professionals involved, or for those who should be involved, in developing or refining their organization’s plans for technological disaster. That is all of us. **END**

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