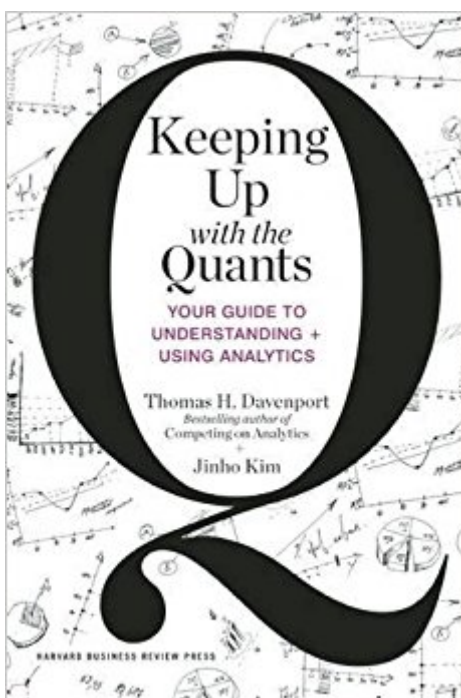


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# Keeping Up With The Quants: Your Guide To Understanding And Using Analytics



## Synopsis

**Why Everyone Needs Analytical Skills** Welcome to the age of data. No matter your interests (sports, movies, politics), your industry (finance, marketing, technology, manufacturing), or the type of organization you work for (big company, nonprofit, small start-up) your world is awash with data. As a successful manager today, you must be able to make sense of all this information. You need to be conversant with analytical terminology and methods and able to work with quantitative information. This book promises to become your "quantitative literacy" guide helping you develop the analytical skills you need right now in order to summarize data, find the meaning in it, and extract its value. In *Keeping Up with the Quants*, authors, professors, and analytics experts Thomas Davenport and Jinho Kim offer practical tools to improve your understanding of data analytics and enhance your thinking and decision making. You will gain crucial skills, including:

- How to formulate a hypothesis
- How to gather and analyze relevant data
- How to interpret and communicate analytical results
- How to develop habits of quantitative thinking
- How to deal effectively with the "quants" in your organization

Big data and the analytics based on it promise to change virtually every industry and business function over the next decade. If you don't have a business degree or if you aren't comfortable with statistics and quantitative methods, this book is for you. *Keeping Up with the Quants* will give you the skills you need to master this new challenge and gain a significant competitive edge.

## Book Information

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## Customer Reviews

Shortlisted for CMI Management Book of the year award 2013 (New Manager category) and

accessible and timely introduction to the data mining work of quantitative analysts.â • Named it one of &#147;Four Books [that] Should Top Every Marketerâ™s Summer Reading List.â • &#151; Forbes.com&#147;goes into fascinating detail about how Intel and other successful companies&#151;including Verizon Wireless, TD Bank Group, and Merck&#151;help managers and data scientists understand each other well enough to collaborate effectively.â • &#151; CNNMoney/Fortune magazine&#147;perfect for professionals who want a better grounding in understanding and applying data results to business goalsâ • &#151; Midwest Book Review&#147;Written for readers without a business degree or background in statistics, Keeping Up With the Quants explains how to read, interpret, and glean value from your data.â • &#151; T+D magazine (American Society for Training & Development)&#147;the book makes for great reading for leaders trying to corral data in their organization.â • &#151; Small Business Trends (smallbiztrends.com)&#147;Decision makers who want to understand how to utilize Big Data have a useful primer in Keeping Up with the Quants." &#151; BizEd magazine&#147;a terrific book for those who aspire to be data-savvy consumers or managers, even for those who might become quants one day themselves.â • &#151; Seeking AlphaADVANCE PRAISE for Keeping Up with the Quants:Erik Brynjolfsson, professor, MIT Sloan School of Management; coauthor, Race Against the Machine&#151; &#147;As digital information becomes ever more abundant, quantitative literacy becomes ever more essential. There is no better guide to this new landscape than Keeping Up with the Quants.â •Daryl Morey, General Manager, Houston Rockets&#151;&#147;Tom Davenport is the number one analytics expert in the world today. Whether you are an executive looking to integrate analytics in your decision making or a manager seeking to generate better conversations with the quants in your organization, this is the book for you.â •Jim Goodnight, cofounder and CEO, SAS&#151;&#147;Analytics experts understand that the path to knowledge includes advanced data analysis. To bring everyone else up to speed, this book is required reading.â •Dr. Seung-Han Lee CBE, Chairman and CEO, Homeplus Group (Tesco Korea)&#151;&#147;Insight comes from analytics. You can learn how to find treasure in your data from this book.â •Tim Phillipps, Deloitte Touche Tohmatsu Limited Global Leader, Deloitte Analytics&#151;&#147;Analytics is not just a fad&#151;itâ™s the future. If you are looking for a competitive data edge, this book is for you.â •Dr. Gary W. Loveman, Chairman and CEO, Caesars Entertainment, Inc.&#151;&#147;Keeping Up with the Quants provides a compelling and accessible road map for managers to understand the process by which analytic questions are framed, examined, and turned into powerful business insights.â •

Thomas H. Davenport is the Presidentâ™s Distinguished Chair at Babson College and a research

fellow at the MIT Center for Digital Business. He is also a senior advisor to Deloitte Analytics and the cofounder and research director of the International Institute for Analytics. Davenport is the coauthor of *Competing on Analytics* and *Analytics at Work*. This is the seventeenth book he has authored, coauthored, or edited. Jinho Kim is a professor of business and statistics at the Korea National Defense University and the research director of the KNDU Lab for Analytics Research. He holds a PhD from the Wharton School and is the author of six books published in Korea, including the bestselling *100 Common Senses in Statistics* and *Freak Statistics*. He has developed and run an educational program for building individuals' analytical skills. His current research focuses on the use of analytical methods to address various issues in business and society.

I loved the style of the authors regarding the basic concepts BUT the examples and stories they tried to relate to... oh my, they were not good. I've had some experience with numbers in my work and this book was for my MBA program. Therefore, I'm not a novice but the book made a point about relating stories to numbers and how effective it is (I agree, of course) but the stories this book tried to tie in were off the mark most of the time. That being said, there are so many good parts of the book to help you develop your quant brain.

As a management professor I keep reading all sorts of books. This book is a nice introduction to Quants for people who are afraid of numbers and data. It is written in simple language and analytic concepts are explained well for non-data people. A good introductory book if you are looking to acquaint yourself with the analytics world!

Must read for non-quant managers and analysts involved in business analytics. Author clearly did a good job of explaining problem framing to decision making in easy language. It is also a good read for quant people to understand on how to communicate extracted information to co-worker and managers.

I just took a new position, and my dean has been trying to develop a better decision making process and structure. This book is a must read for anyone not in the data science business but who needs to understand how to use data better and learn what questions to ask and pitfalls to avoid in collecting and using data. It's a very valuable investment of time to read. I promise it will stay on my Kindle forever, and I'll recommend it to anyone who has decision making responsibility.

I enjoyed reading this book. Initially it was a class requirement. It wasn't long until I was looking forward to having time to read the next chapter.

Great book for anybody who seeks an intriguing perspective on quants

"How to develop habits of quantitative thinking"... is one of the main concepts that I have learned from this book. Excellent recommendation

If you aren't a quant but you realize the power and importance of data driven business, this book is for you. A very solid, accessible overview that will get you started. Be sure to read through to the end for a well thought-out, first-of-its-kind guide to working with quants, including expectations management, communication guidelines, etc. -- which is also great for quants as well to help folks understand both sides of the communication gap and bridge this sometimes cavernous divide. Eric Siegel, Ph.D. Founder, Predictive Analytics World Author, *Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die*

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