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# What Is Business Analytics?

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## ABSTRACT

Analytics has become the hot, “sexy” job of the new century. The demand for individuals with skills and expertise in the area are in great demand, with feature articles appearing in publications ranging from The New York Times to The Harvard Business Review to The Wall Street Journal. However, the area has not always been so well received, especially within some academic areas. And, even today there still remains confusion and disagreements over the implementation and interpretation of results obtained from the “analytic process.”

This presentation will examine the history, development, and particularly the philosophy underlying the analytic process. Insights will be provided as to theories to understanding and interpreting the analysis process and the associated results.

**No paper was submitted for publication.**

## CONTACT INFORMATION

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