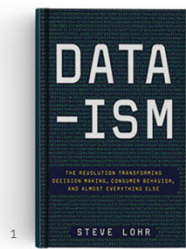


Insights | Top 15 book list

Author | Bas Groothedde

With all the questions and technological developments that supply chain leaders of today have to deal with knowledge is power has never been more relevant. Although data analytics and big data are often used and miss-used they are here to stay. Data is generated increasingly and companies, both big and small, are seeking ways to leverage their data into a competitive advantage. However, where to start? In order to keep up a little bit with all these developments we prepared a top 15 list of data analytics and big data books. Whether you are a novice or an experienced supply chain leader with ample business intelligence knowledge.



Good first read on Data, Technology, Decision-making.

Data-ism: The Revolution Transforming Decision Making, Consumer Behavior, and Almost Everything Else (2015)
Steve Lohr



1

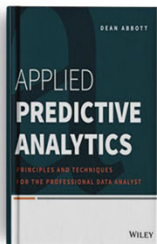


For start-ups and initial ideas to harvest the value of data.

Lean Analytics (2013)
Alistair Croll and Ben Yoskovitz



5

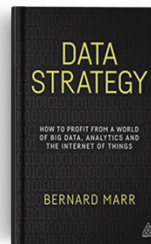


Methods, Principles and techniques without the need for extensive background in statistics.

Applied Predictive Analytics 1st Edition, (2014)
Dean Abbott



2

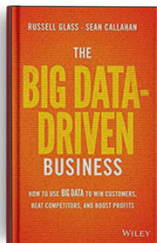


For any supply chain leader a must-read on Data Strategy, value and analytics.

Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die (2016)
Eric Siegel



6

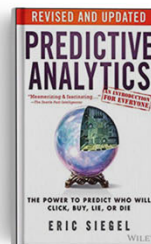


Hands-on book on data-driven business. Marketing oriented. Good read

The Big Data-Driven Business: How to Use Big Data to Win Customers, Beat Competitors, and Boost Profits (2014)
Russell Glass and Sean Callahan.



3

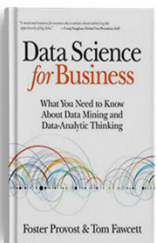


For any supply chain leader a must-read on Data Strategy, value and analytics.

Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die (2016)
Eric Siegel



7



Data mindset and fundamental principles explained. Excellent introduction into Data Science.

Data Science for Business: What You Need to Know about Data Mining and Data-Analytic (2013)
Foster Provost and Tom Fawcett.



4



Great Introduction into statistics without formulas and case studies.

Numsense! Data Science for the Layman: No Math Added (2016)
Annalyn Ng, Kenneth Soo

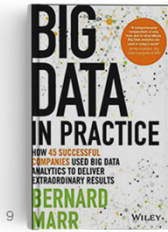


8

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How other companies use their data.
 Big Data in Practice: How 45 Successful Companies Used Big Data Analytics to Deliver Extraordinary Results (2016)
 Bernard Marr



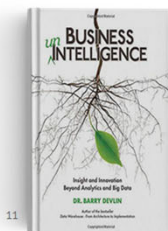
Don't throw Excel away. Start simple and keep it small. Refreshing view.
 Behind Every Good Decision: How Anyone Can Use Business Analytics to Turn Data into Profitable Insight (2014)
 Piyanka Jain, Puneet Sharma



Partnerships, sharing data and its impact on value.
 Data Leverage: Unlocking the Surprising Growth Potential of Data Partnerships (2018)
 Christian J. Ward



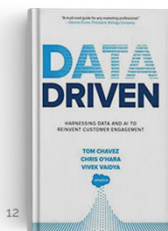
Machine Learning and its implications for executives.
 Data Science for Executives: Leveraging Machine Intelligence to Drive Business ROI (2018)
 Nir Kaldero



Nice alternative view on the value of data, BI and analytics
 Business unIntelligence: Insight and Innovation beyond Analytics and Big Data Perfect (2013)
 Barry Devlin



Nice book on digital transformation and best practices
 The Leader's Guide to Business Transformation Through Technology (2018)
 Isaac Sacolick



Application of data on customer engagement. Marketing perspective.
 Data Driven: Harnessing Data and AI to Reinvent Customer Engagement (2014)
 Tom Chavez, Chris O'Hara, Vivek Vaidya



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