**EDUCAUSE Midwest Regional Conference**

**Data Analytics Roundtable**

March 19, 2013

**Analytics defined:** “the use of data, statistical analysis, and explanatory and predictive models to gain insights and act on complex issues.”

**Questions Addressed by Analytics (Davenport, et.al., *Analytics at Work*):**



**Key organizational competencies:**

1. **Information management:** the use of methodologies, techniques, and technologies that address data architecture, transformation, movement, storage, integration, and governance of enterprise information and master data management.
2. **Analytical skills and tools:** enhance performance by applying advanced techniques such as modeling, deep computing, simulation, data analytics, and optimization to improve efficiency and guide strategies that address specific business processes.
3. **Data-oriented culture:** a pattern of behaviors and processes by a group of people who share a belief that having, understanding, and using certain kinds of data and information plays a critical role in the success of their organization.