

Analytics is Dead.: Long Live Analytics.



The goals and objectives in modern businesses are ridiculously short-term sighted. Management is pushing for quick win results. Proper analysis requires time. We can say that the use of analysis for short-term quick wins is dead. Actually analysis for short-term solutions doesn't really happen that much in businesses. Is data really needed? When has data gone too big? How can you focus at these days of excess reporting? Customers likes and dislikes are changing with such a speed. The Analytics is Dead. touches these topics, wants you to think upside-down and proposes new models with support of old models.

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