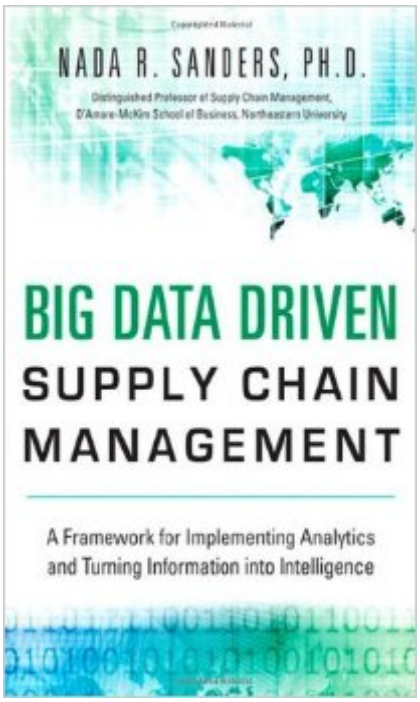
Big Data Driven Supply Chain Management: A Framework For Implementing Analytics And Turning Information Into Intelligence (FT Press Analytics)



Synopsis

Master a complete, five-step roadmap for leveraging Big Data and analytics to gain unprecedented competitive advantage from your supply chain. Using Big Data, pioneers such as , UPS, and Wal-Mart are gaining unprecedented mastery over their supply chains. They are achieving greater visibility into inventory levels, order fulfillment rates, material and product deliveryâ | using predictive data analytics to match supply with demand; leveraging new planning strengths to optimize their sales channel strategies; optimizing supply chain strategy and competitive priorities; even launching powerful new ventures. Despite these opportunities, many supply chain operations are gaining limited or no value from Big Data. In Big Data Driven Supply Chain Management, Nada Sanders presents a systematic five-step framework for using Big Data in supply chains. You'll learn best practices for segmenting and analyzing customers, defining competitive priorities for each segment, aligning functions behind strategy, dissolving organizational boundaries to sense demand and make better decisions, and choose the right metrics to support all of this. Using these techniques, you can overcome the widespread obstacles to making the most of Big Data in your supply chainÂ â ” and earn big profits from the data you're already generating. For all executives, managers, and analysts interested in using Big Data technologies to improve supply chain performance.

Book Information

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Customer Reviews

Professor Sanders' book is a pioneering effort to integrate Big Data Analytics into the most important business function in today's global economy: supply chain management (SCM). I would say there are two main contributions of this book: (1) foundational conceptual architecture in a new field, and (2) examples of best practices from industry pioneers in the use of Big Data. The fifth star is to applaud Sanders' clear writing style that makes a potentially difficult and technical subject easy to digest and entertaining to read.(1) This book provides a practical, easy-to-apply Road Map that organizes big data applications around each of the supply chain levers. In short, this enables businesses to optimize supply chains, which decreases risks and costs, while improving strategic positioning and profit margins. It would appear that businesses are missing huge opportunities if they don't integrate Big Data into supply chain management. Unfortunately, most of what has been written about Big Data is focused on the retail, marketing, and software side, and ignores the major practical issue of how to exploit the vast amount of information generated by all of the relevant parties in a supply chain. Sanders is breaking new ground here, as it seems that this is the first book to integrate Big Data into supply chain management.(2) One of the things I appreciate about an author is when they back up normative claims, like "you should do this, but not that," with concrete illustrations that prove the prudence of the advice. This book contains a wealth of examples, illustrations, and insights from industry pioneers in Big Data applications, all organized around the conceptual framework introduced by Sanders.

Management/Logistics Series) Data Just Right: Introduction to Large-Scale Data & Analytics (Addison-Wesley Data and Analytics) Measuring Data Quality for Ongoing Improvement: A Data Quality Assessment Framework (The Morgan Kaufmann Series on Business Intelligence) Supply Chain Management and Advanced Planning: Concepts, Models, Software, and Case Studies (Springer Texts in Business and Economics) The Definitive Guide to Transportation: Principles, Strategies, and Decisions for the Effective Flow of Goods and Services (Council of Supply Chain Management Professionals) Supply Chain Management Based on SAP Systems: Architecture and Planning Processes (SAP Excellence) Supply Chain Management Demystified Logistica Internacional/ International Logistics: Administracion de La cadena de abastecimiento global/ Global Supply Chain Management (Spanish Edition) The Data Revolution: Big Data, Open Data, Data Infrastructures and Their Consequences Draw Your Big Idea: The Ultimate Creativity Tool for Turning Thoughts Into Action and Dreams Into Reality Web and Network Data Science: Modeling Techniques in Predictive Analytics (FT Press Analytics) Real-World Data Mining: Applied Business Analytics and Decision Making (FT Press Analytics) Building a Digital Analytics Organization: Create Value by Integrating Analytical Processes, Technology, and People into Business Operations (FT Press Analytics)