

### **competing on analytics the pdf**

Competing on Analytics THOMAS H. DAVENPORT, DON COHEN, AND AL JACOBSON MAY 2005 About This Research This research report is based on analysis of 32 organizations from a variety of industries (Figure 1) that are successful both in terms of their overall performance and in their use of business analytics. The research was

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Competing on Analytics harvard business review â€¢ january 2006 page 2 Thomas H. Davenport (tdavenport@ babson.edu) is the Presidentâ€™s Distinguished Professor of Information Tech-

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