

A book review and recommendation by Dan Beaulieu

Behind Every Good Decision: How Anyone Can Use Business Analytics to Turn Data into Profitable Insights

by Piyanka Jain and Puneet Sharma

Copyright: 2015 by Amacom

Price: \$27.95 • 244 pages with notes and index

I'm happy I decided to read this book!

First, I have a confession to make: I never read books that have the word “analytics” in the title. I hate that word and everything it means. As a completely right-brained person, I have no use for charts, numbers and graphics. I am completely focused on people and ideas and dedicated to the philosophy that, with the right ideas and the right motivation, a passionate person can do anything — even things that analytics can prove that we should not be able to do.

Okay, whew! Now with that out of my system, let's go on to why I did break my rule and read this book with the “A” word in the title. I thumbed through it, did my chart and graphic test, and found there weren't too many. I checked out the introduction and found words like “clear,” “simple” and “easy to use” and thought, “Well, this is the book for me.” I had looked at a number books explaining how to work with big data and was half asleep before I put them back on the shelf. But for some reason, this one seemed different. I liked those words “simple and easy,” so I decided to give this one a try. And I'm glad I did.

This is truly the big data book for dumm ... er, I mean right-brained people. The authors have done a great job of taking all of the mystery and heaviness out of the subject of analyzing data. I particularly like the chapter that explains BADIR (Business questions, Analysis plan, Data collection, Insights, Recommendations). I got it. I understood finally how this all worked.



The thing I found most useful about the book was the way the authors guide me through implementation and how to make all of this work. They explain how to impact the organization in just 90 days by driving the organization in the right direction. They go into specific detail, right down to the type of person to have on the team, and focus on getting things done in 90 days. This book does have some charts for certain, but they are simple and elegant enough for a person like me to understand, to “get.”

There are many books about data out there right now, but to my thinking, this is the best for right-brained thinkers like yours truly. If you really want to know everything about analytics but were very afraid to ask, this is the book for you. This is the one that does for analytics and big data manipulation what Carl Sagan did for the Cosmos.

Don't be afraid. Pick this one up and read it. And then you'll know.

*Dan Beaulieu is the president and founder of D.B. Management L.L.C., a consulting firm specializing in all aspects of sales, marketing and branding with a focus on rep-principal relationships. His latest book is **The PCB 101 Handbook** which can be purchased online by emailing danbbeaulieu@aol.com. Dan is also the author of “It's Only Common Sense,” a weekly sales column appearing at pcb007.com. Dan can be reached at 207-649-0879.*

ERA Member Service Action Lines

Amazon.com	era.org
	(Click the link on the Member Services page.)
Avis Car Rental	era.org
	(Click the link on the Member Services page.)
Budde Marketing	708-301-2111
	buddemarketing.com
Empowering Systems	888-297-2750
	empoweringsystems.com
ERA Customized Survey Service	era.org
	(Click the link on the Member Services page.)
ERA Strategic Planning Service	rterwall@era.org
ERA Teleforum Audio Library	era.org
ERA University (online courses)	era.org
EYOND: MRSware	866-795-8386
	mrsware.com
Hertz Car Rental	era.org
	(Click the link on the Member Services page.)
JJM Search	402-721-6590
	jjmsearch.com
MRERF (CPMR/CSP programs)	mrrerf.org
Office Depot	era.org
	(Click the link on the Member Services page.)
Perfection Data	perfectiondata.com
RepCare insurance	888-243-0174
Rembrandt Advantage	800-292-7182
	rembrandtadvantage.com
RPMS software	800-776-7435
	rpms.com
UPS shipping	era.org
	(Click the link on the Member Services page.)

Consultants Available for Expert Access

Accounting & Taxes: Stan Herzog	847-564-1040
Executive Searches: Carla Mahrt	402-721-6590
Field Sales: Ray Hall	419-957-6354
Insurance: John Doyle	888-243-0174
Legal: Gerald Newman	312-648-2300
Rep Network Mgmt.: Jim Hartranft	262-945-9200

Other ERA Services & Publications

(Call 312-419-1432 or go to era.org.)

- Locator Online Directory of Manufacturers' Reps
- Lines Available/Hot Lines Services
- Guidelines for: Becoming a Successful Rep; Establishing and Benefiting from Rep Councils; Agreements between Sales Reps and Manufacturers; Agreements between Stocking Reps and Manufacturers; Agreements between Reps and Sub-Reps; Agreements between a Rep Firm and Its Salespeople; Evaluating a Prospective Principal; Evaluating a Prospective Rep; Developing New Markets with Professional Field Sales Reps
- Line Portfolio Evaluation
- Outsourced Field Sales: Adding Value for the Customer (CD)
- Outsourcing Field Sales (Fortune Magazine Reprint)
- The Value of Outsourced Field Sales (EBN Reprint)
- Selling Through Manufacturers' Representatives
- ERA Code of Ethics
- ERA Commitment to Performance (Information and Certificates)
- Recommended Technical Standards for Distribution Point-of-Sale Reporting
- FAQs Manufacturers Ask About Representatives
- Split Influence Recommendations for the Electronics Industry
- State Rep Commission Protection Acts
- Manufacturer Membership (Roster and Information)
- Principal Information Exchange (P.I.E.)
- ERA Membership Pins

ERA Meetings & Programs

- Board of Directors Meetings (Next Meeting: Fall 2015)
- ERA Conference - Feb. 28 - March 1, 2016