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Whether you're working with data experts or running your own tests, you'll find answers in the HBR Guide to Data Analytics Basics for Managers. This book describes three key steps in the data analysis process, so you can get the information you need, study the data, and communicate your findings to others.

### HBR Guide to Data Analytics Basics for Managers (HBR Guide ...

Summary. By observing the different approaches to data analytics taken by a wide range of companies, we can see some best practices for connecting data to real business value.

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HBR Guide to Data Analytics Basics for Managers. The objective of this book is to help managers make better data-driven decisions by working with data analysts and data scientists. The guide is a compendium adapted from 23 previously published Harvard Business Review and hbr.org articles.

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