

Business Framing for Analytics

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Abstract

Both the academic and business practitioner communities are faced with the challenges of discovery, innovation, and constant learning of their field, particularly within the marketing discipline, where content, processes, and even structure are dynamic in nature, with constantly evolving interests and focus. A solid research agenda with excellent analytics to address pertinent business questions is crucial for successfully expanding our understanding of the marketing function.

Most research problems begin with a statement or an issue that generate the phenomenon into question. Sometimes, this event represents a need for a solid, empirically-based definition, and other times, it is a business issue or dysfunction, or a need for improved efficiency, that initiate research tasks. Regardless of the initial recognition, the next logical step in the research process, whether from an academic or business perspective, involves determination of an analysis plan to address the research / business questions. Formulating a clear outline from a nebulous, often highly organic, and sometimes uncertain discussion of thoughts can prove challenging, but the importance is paramount to a good quality final analysis, and ultimately discovery and field advancement.

As business academics become more engaged with the corporate world, understanding how managers tend to frame these business problems, and how they execute on a thorough analysis of the situation, are critical skills for improvement of our existing model, as well as developing quality research to educate the next generation to become true problem-solvers.

Using prior research from academic publications, as well as unstructured data gathered from input from corporate analytics professionals, we outline and discuss a process for moving to more structured problem statements for analytics problems. We walk through a multi-step, methodical process to go from an unclear statement of issue to a more defined method with an appropriate analytics plan to address the issue.

This guideline is useful for academics aiming toward more corporate-driven, practical research, as well as instructors looking for more structured methods of problem-solving in the classroom.

References

Jain, P. & Puneet, S. (2015) *Behind every good decision: How anyone can use business analytics to turn data into profitable insight*, New York: AMACON.

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Relevance to Marketing Educators, Researchers and Practitioners:

This study contributes to the extant literature on how business managers frame problems for execution of a solution.

Author Information

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