Business Case Analytics

Francisco Cua
FCC Consultants, Inc., Philippines

INTRODUCTION

Analytics is about big or small-data sets. It is also about single or multiple data sources. Big data analytics excites, because the expectation of analytics is in the discovery of meaningful patterns in big data mines with the deployment of software programming, operations research, and statistics (Terry, 2012a). For instance, an analytics spreads as widely as possible across a large number of patients’ characteristics and exhausts every combination of genetic and environmental variables to generate meaningful information and insights. Exciting discoveries in small-data analytics are also possible with hospital registries (Terry, 2012b).

With analytics, the important result is the information gained. The methodology that is deployed to generate the information is also important. For instance, small-data analytics zooms in to gather details of the data set and zooms out for broader patterns. The methodology looks at the “jungle,” while the analysis examines the “trees”.

The business case analytics belongs to small-data analytics (Goldman, 2012; Reiter et al., 2012; SkyFoundry, 2011). It explores one or more data sets to gain information as to how an executive sponsor (the Source) persuades the top management (the Target) to accept a capital investment and fund it (Cua & Garrett, 2009). The persuasion is through the special messages in the business case document (Cua & Reames, 2012). A compelling and concise business case enables the Target to make better and more favorable informed decisions, as compared to instances where there is no business case (Goldman & Schmalz, 2012; Wolfe, 1994).

The argument: Business Case Analytics (BCA) is a well-documented field that provides proven research techniques for use in analyzing data in order to craft output for organizational benefits.

Above argument assumes that BCA can provide good information with or without minimal use of software programs. This chapter identifies two keywords, the innovation and diffusion, which appear on the left side of Figure 2 from the argument on the right side of Figure 2. The chain of reasoning to be discussed validates the argument.

BACKGROUND

The Business Analytics

Inefficient use of good data and the lack of corporate infrastructure to convert the data to high-quality decision-making information translate to missed opportunities. An important premise is that there is an abundance of good data that the organization recognizes and that the organization can access. Another premise is that the executives of the organization are sophisticated to demand good information. These premises are necessary conditions for the organization to realize the need to establish an infrastructure to transform the good data to good information with the characteristics with regards to “volume, velocity, and variety” (Bartlett, 2013, p. 1). To reiterate, the important result of the business analytics is the information gained for smart analytics-based decisions. Figure 1 depicts the process of business analytics with the smart analytics-based decisions as the expected final outcomes. The business analytics
**Business Case Analytics**

**Figure 1. The intention and moderators of business analytics**

- **Moderators**
  - The creativity, competence, and industry knowledge of the people in the organization to integrate analytics into the business process
  - Organizational culture

- **Antecedents**
  - Trigger and intention
  - Sophisticated decision makers
  - Analytics infrastructure

- **Process**
  - Business Analytics

- **Consequence**
  - High-quality decision-making information

- **Trigger and intention**
  - To make smarter analytics-based decision

**Figure 2. The argumentation**

**The argument:** Business Case Analytics (BCA) is a well-documented field that makes use of proven techniques to analyze the data in order to craft output for organizational benefits.

- **Diffusion of Innovations theory**
  - Statement 1: The business case document presents an argument, with the use of special messages, for investing in the project in order.

- **Well-documented field**
  - Statement 2: BCA involves the examination of special messages in the business case document and also the exploration of other related small-data sets.

- **To benefit the organization**
  - Statement 3: BCA has been well documented to benefit the organizations and communities.

- **Proven techniques**
  - Statement 4: The proven techniques of BCA serve simply as guides to craft a business case document that contains the special messages that convey the right information to the Target to make the decision as intended by the Source.

- **Deliverables**
  - Statement 5: BCA involves an examination of the critical thinking of the Source. The thinking puts forward a chain of reasoning and the right conclusions to ensure well-informed decision making.