Chapter 2

Strengthening the Significance of Data Analytics: Championing Organizational Design

Mambo Governor Mupepi
Grand Valley State University, USA

Patience Taruwinga
Walla Walla University, USA

ABSTRACT

Organizational design could be understood as a metaphor to appreciate customer needs through segmentation or cross-channel analysis and extrapolation in pervasive value creation environment. Corporations need to calculate moves based on available capacity to produce the products demanded in highly competitive markets. The workforce must possess the required skillsets and brashness critical in getting the job done correctly all the time. The knowledge drawn from data analytics can be applied to develop performance metrics essential in advancing productivity in ubiquitous value making systems. This chapter explores strengthening the significance of data analytics.

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INTRODUCTION

In Wang and Strong (1996) data analysis is preceded by ensuring that the data is fit for use. They developed a data-quality dimension that is applicable in ensuring that the information deduced is of a high quality and fit for intended use (see Table 1). Wang and Strong argue that the thrust of second-generation data systems is to consistently identify and prevent the most important root causes of future errors. This requires both proper techniques and management infrastructure. Quality data analysis is critical in successful decision-making in highly competitive business environment. Quality analysis begins with the data collection instruments and software employed to analyze the data. Companies could be drowning in data from production, sales or outsourcing contracts, they need to master how to extract and analyze it to make cutting-edge organizational design of the business. Analytics are important in articulating a 360 degree evaluation of how the organization is doing, and what can be done to increase productivity.

BACKGROUND INFORMATION

Organizational Analytics

Organizational analytics refers to the skills, technologies, practices for continuous iterative exploration and investigation of past business performance to gain insight and drive organizational change. Organizational analytics focus on developing new insights and understanding of business performance based on data and statistical methods. The technique is important in pinpointing the change needed to advance efficiency and effectiveness in successful enterprises (Mupepi, 2017). In contrast, business intelligence traditionally focuses on using a consistent set of metrics to both measure past performance and guide business planning, which is also based on data and statistical methods (Davenport, 2006).

Table 1. Fitness for use

<table>
<thead>
<tr>
<th>Free of Defects</th>
<th>Process Desired Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessible</td>
<td>Relevant</td>
</tr>
<tr>
<td>Accurate</td>
<td>Comprehensive</td>
</tr>
<tr>
<td>Current</td>
<td>Proper level of detail</td>
</tr>
<tr>
<td>Consistent with other sources</td>
<td>Easy to read</td>
</tr>
<tr>
<td>Etc.</td>
<td>Easy to interpret</td>
</tr>
</tbody>
</table>
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