Agile by Design: An Implementation Guide to Analytic Lifecycle Management (Wiley and SAS Business Series)

By Rachel Alt-Simmons

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Achieve greater success by increasing the agility of analytics lifecycle management

Agile by Design offers the insight you need to improve analytic lifecycle management while integrating the right analytics projects into different frameworks within your business. You will explore, in-depth, what analytics projects are and why they are set apart from traditional development initiatives. Beyond merely defining analytics projects, *Agile by Design* equips you with the information you need to apply agile methodologies in a way that tailors your approach to individual initiatives—and the needs of your projects and team.

Lifecycle management is a complex subject area, and with the increasingly important integration of analytics into multiple facets of business models, understanding how to use agile tools while managing a product lifecycle is essential to maintaining a competitive edge in today's professional world.

- Gain an understanding of the principles, processes, and practices associated with effective analytic lifecycle management
- Discover techniques that will enable you to successfully initiate, plan, and execute analytic development projects with an eye for the opportunity to engage agile methodologies
- Understand agile development frameworks
- Identify which agile methodologies are best for different frameworks—and how to apply them throughout the analytic development lifecycle

With analytics becoming increasingly important in today's business world, you need to understand and apply agile methodologies in order to meet rising standards of efficiency and effectiveness. *Agile by Design* is the perfect reference for project managers, CFOs, IT managers, and marketing managers who want to cultivate a relevant, forward-thinking lifecycle management style.

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Editorial Review

From the Inside Flap

Making business decisions based on effective data-driven analysis is no longer just one of many strategies to gain a competitive advantage—it's a critical practice every business must use to achieve profitability and longevity. CFOs and professionals managing projects, IT managers, and marketers know integrating analytics into the operations of an organization hasn't kept pace with the technology driving it, but now *Agile by Design* outlines a turnkey approach to maximizing your customer-critical business processes to their full potential.

The secret is flawless collaboration to go the distance as a team, and this practical guidebook gives you the confidence to undertake this enormous endeavor step by step. Written by a thought leader at the largest independent vendor in the business intelligence market, this hands-on guide trains you on the practices and methodologies producing the best results, including the Scrum framework and key engineering practices from the XP methodology. After succinctly defining what makes up an analytic project and how it differs from regular technology development initiatives, this practical resource dives into an illustrative analytic project for you to follow from start to finish while gaining:

An impressive understanding of agile development philosophies and methodologies and how they fit into traditional project-delivery approaches

Expert knowledge of agile tools and techniques and how to apply them in the analytic development lifecycle—from conception through design and management

Successful approaches to post-implementation analytic lifecycle management

A proven method for diagnosing opportunities in your current analytic project-delivery practices and uncovering areas of improvement

Agile by Design supports your analytic upgrade with an accompanying website offering informative and timely articles and posts, helpful content and templates to download, and a forum to ask questions and participate in discussions with other practitioners.

Cultivate a style of lifecycle management to delight your teams and customers with *Agile by Design*.

From the Back Cover

MAXIMIZE YOUR ANALYTIC TEAM'S VALUE-ADDED INNOVATION BY EMBEDDING ANALYTICS INTO YOUR OPERATIONS

Agile by Design offers the qualified science and instruments to ignite dramatic improvement in the analytic lifecycle management practices of your company. First, it takes you on an in-depth exploration of what analytics projects are and why they require special treatment from traditional development initiatives, and then equips you with everything you need to customize and apply agile methodologies to individual projects and teams.

Based on a framework of agile delivery techniques, this approach opens up the silos operating in any company and enables business, analytic, and IT groups to unite their work with the essential operational disciplines for superior analytics. This one system will coordinate and make sense out of all your predictive and analytic models, while simultaneously making them more valuable and relevant to improving your customer-centric values. Become an analytic game changer at your company by:

- Mastering the principles, processes, and practices distinguishing remarkable analytic lifecycle management
- Developing skill sets of agile methodologies for playing an initiating, planning, and executing role in analytic development projects
- Identifying the specific analytics projects best suited for the different frameworks in your business

Whether you're an analytic pro or a newbie, adding the structure and rigor outlined in *Agile by Design* to your analytic project will increase your chances of success by connecting the modelers and business managers to create a business with a competitive edge.

About the Author

RACHEL ALT-SIMMONS, MBB, PMI-ACP, PMP, CSM, is a principal consultant within the Financial Services Practice at SAS Institute and an adjunct faculty member at Boston University. She is a performance-excellence business intelligence (BI) and analytics practitioner with deep experience in the insurance and financial services industries.

Users Review

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