Spotfire

Applying analysis techniques to quickly discover new insights

As business becomes more complex, the ability to draw meaningful conclusions becomes increasingly important. While the analytic tools to do so have traditionally been the province of experts, they are evolving to serve mainstream users. However, business professionals lack fundamental analysis techniques and best practices that will enable them to make best use of the increasing analytic power available to them.

After a decade of working on the world's toughest data analysis challenges, Spotfire, a division of TIBCO Software Inc., has distilled best practices employed by the Global 2000 into a single course for business users. "Analytics in Action" offers clear principles that business users can easily adopt to compete on analytics at their organization, with the information they have at their disposal

Topics Covered:

*   **Introduction to Analytics: The Vocabulary of Analytics is drawn from the Language of Statistics** - Primer outlines the key concepts you need to understand in order to do effective analytics.

*   **Question Centric Analytics: How to break down Business Questions** – Frequently, the questions you need answered aren't expressed in terms that are easily analyzed. We'll teach you how to turn business questions like "Was our Q4 marketing campaign successful?" into questions which can be easily analyzed for clear results.

*   **Data Assessment and Transformation: How to Make the Data You Have the Data You Need** – While the data necessary to answer your business questions isn't always available, the data you do have can frequently tell you more than you think Spotfire enterprise analytics will show you how to squeeze more information and insight out of your available data.

*   **Advanced Analytic Techniques:** The final section will explore several more advanced analytic techniques, yet explain them in plain language and explore how business professionals may apply them to take analyses to the next level. Topics include a discussion of regression analysis, hypothesis testing, multivariate clustering and other techniques useful for finding hidden patterns and relationships in data.

The course, developed with non-analysts in mind, strives to make analytics a daily tool for front-line business decision-makers. The Spotfire course teaches the basics of analytics, the best techniques for analyzing different types of data, how to create an analysis process for your business challenge and the creation and application of an analytical framework for your organization. The course draws from Spotfire software's extensive work developing best practices for all types of business processes, including research, development, marketing, sales, finance, portfolio management, budgeting and more.

The course offers a valuable shortcut allowing business users everywhere to benefit from processes used by some of the foremost analysts in the world. In this training program you will:

*   Gain an understanding of what analytics are, why they are useful and what can be expected from their use
*   Learn common analytical techniques and the situations/problems for which they are best suited
*   Create a framework for applying the techniques discussed for your business process

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The Power of Now®

"Analytics in Action" is designed specifically for individuals who must make critical business decisions based on careful analysis, but who may not have had any prior analytics training. The program was developed with input from some of the leading analytics, BI and data analysis experts and is suited for Spotfire and non-Spotfire users.

"Analytics in Action" is part of the Spotfire Business Analyst certification program and is the first course in the Spotfire recommended training paths for Business Users, Business Analysts and Business Authors and is a recommended addition to the Spotfire Administrators and Developers curriculum.

About Spotfire

The Spotfire product of TIBCO Software Inc. is a leading provider of enterprise analytics software for next generation business intelligence. Spotfire enterprise analytics offers a visual and interactive experience that helps professionals quickly discover new and actionable insights in information. Distinguished by its speed to insight and adaptability to specific business challenges, Spotfire software rapidly reveals unseen threats and new opportunities, creating significant economic value. Spotfire's customers include industry leaders among the Global 2000 that have deployed Spotfire analytics to gain an information advantage over their competitors. For more information, visit http://www.spotfire.com.

"The very nature of analytics is changing rapidly, with tools that allow information to flow through more of an organization. That puts power in to the hands of those most able to make use of it. The introduction of this training program is further evidence that competing on analytics is more of a strategic business need than ever before."

Tom Davenport
President's Chair in Information Technology and Management, Babson College

Coauthor of the new book "Competing on Analytics".

http://spotfire.tibco.com

TIBCO Spotfire,
TIBCO Software Inc.
212 Elm Street
Somerville, MA 02144

Tel: +1 617 702 1600
          +1 800 245 4211
Fax: +1 617 702 1700

TIBCO Software Inc. (NASDAQ: TIBX) is a leading independent business integration software company and a leading enabler of real-time business, helping companies become more cost-effective, more agile and more efficient. TIBCO has delivered the value of real-time business, what TIBCO calls The Power of Now®, to thousands of customers around the world and in a wide variety of industries.