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Title: Business Analytics in Supply Chain Management: A Case Study

Abstract:

Business analytics refers to a set of tools, techniques, methodologies, practices and applications that help companies better understand their data by converting it into information for improved decision making. In the recent years, business analytics has been gaining popularity as an important strategic weapon that can be used to increase profitability and competitiveness in the marketplace. As such, an increasing number of companies are making investments in business analytics tools and technologies to revamp their supply chain operations so that they can harness the power of big data collected from multiple resources.

Utilization of business analytics for supply chain management (SCM) can provide companies with extensive benefits in the planning and execution of important supply chain decisions and activities; encompassing their entire value chain, from sourcing to manufacturing, to distribution and logistics. Some of these benefits include improved demand and supply planning, reduced costs and increased operational efficiencies, increased visibility and traceability across the supply chain, better risk management, and improved customer and supplier relationships, among others.

While, majority of the supply chain managers have a sense of urgency for implementing business analytics for the success of their current and future operations; they also face significant obstacles. Some of these obstacles include problems with the quality and proper analysis of data, technical issues, lack of resources including skilled employees, concerns about security and privacy, and uncertainties in return on investment, among others.

In this presentation, we will discuss the deployment of business analytics in SCM at a major company located in West Michigan. We will discuss the company's approach to and progress in incorporating and using business analytics in SCM, the different types of tools and technologies used, the benefits achieved as well as the challenges faced. Our findings will provide important insights for managers who are in the process of incorporating business analytics into their SCM operations.