

Relating Strategy of Core Company To Type of Analytics Used

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Abstract

We argue that the process of learning from the data (that is: Analytics and Machine Learning Algorithms) is more complex in Differentiators and Innovators compared to Cost Leaders (see Miles and Snow et. al. 1978). Given that the errors in prediction is as high as 80% on an average (see Google Pages), it is recommended that decision makers using Analytics need to be of Perceptive type (spend more time in analysis) and must avoid being Judgmental (see MBTI [4]) when the core company is following Differentiation and/or Innovation strategy. Also we show that decision makers in cost leaders need to far less perceptive. We further argue that Analytics applications are primarily done in PRODUCTION and FINANCE for cost leaders, and primarily done in MARKETING AND R&D for Differentiators and Innovators. Use font size 11 for the abstract text. It should not be exceeding 200 words.

Keywords

Analytics and Machine Learning; Strategy and Analytics; Application Process

Biography

RRK Sharma is Sanjay Mittal chair Professor at Industrial and Management Engineering Department at IIT Kanpur. He earned B.E. in Mechanical Engineering from Visvesvaraiya REC Nagpur. He has done his PhD in Management from IIM, Ahmedabad from 1982 to 1988. He gained an industrial experience while working in Tata Engineering and Locomotive Company and TVS Suzuki Masters from 1980 to 1982 and 1988-1989 respectively. He has published 120 research articles nationally and internationally. He has already supervised 52 M-tech theses and 13 PhD theses. His primary research interest includes Location-Allocation problems, MRP systems and strategy.