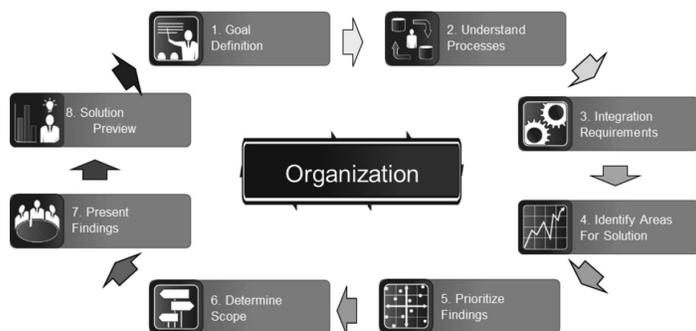


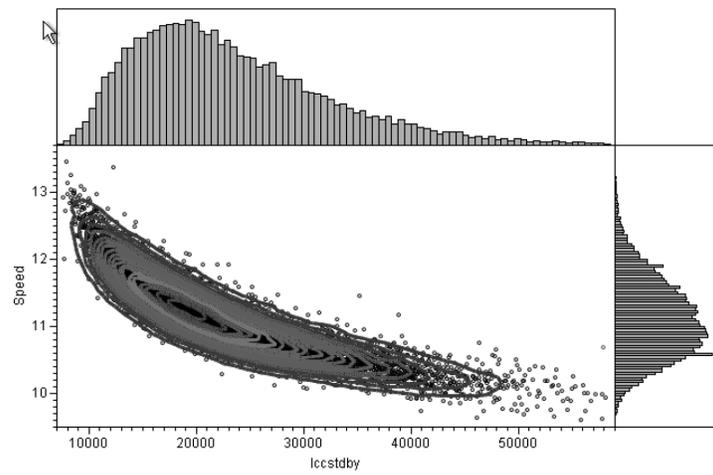
**FIGURE 2.1**

Illustration of a suggested organizational discovery process for business analytics projects.



**FIGURE 2.2**

Example of data visualization; A scatter plot with non-parametric density contours and marginal distributions.



**FIGURE 2.3**

Approaches toward identification and implementation of business analytics solutions.

- **Two approaches to BA solution design**

- Top-down: based on user requirements
- Bottom-up: based on source system structures

- **The best practice – Hybrid of both approaches**

- Start with identifying user requirements (Top-Down) and source system data availability (Bottom-Up)

