



UNSW
SYDNEY



The Role of Analytics in Decision Making and Strategy

Identifying trends in both commercial industries and the grand challenges facing societies to create data-driven impact on organisations.

Competitive advantage

- Pioneers of an impact-first research method that enables academics and practitioners to co-create solutions to business and societal challenges
- The research network has expertise in:
 - Consumer analytics methods
 - Conservation analytics methods
 - Designing dashboards for decision making

Impact

- Improving organisational decision making and helping businesses develop well-aligned strategies.

Successful applications

- Marketing campaign intelligence for a large retail company
- Implemented a wildlife conservation analytics system for a forest department in India

Capabilities and resources

- Interdisciplinary team from Information Systems, Computer Science and Marketing

Our partners

- Berjaya Corporation Berhad

More Information

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