

**Abstract:** Competing on Analytics is a concept first observed by Professor Thomas Davenport the world's premier academic thought leader on analytics. It is all about taking the process from simply using analytics to make tactical improvements in a firm to actually utilizing it as a core part of your business strategy. David Fogarty has been working in collaboration with Thomas Davenport on this research and will present some of the key findings and how it is being applied to a company like General Electric.