

**ENHANCING BUSINESS EXCELLENCE THROUGH BUSINESS ANALYTICS**

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**ABSTRACT**

An organization consisting three levels of management, top level management wants to develop organization growth more and more, so the manager collect historical data to take for Excellence Business Process, it is made by statistical methods and technologies analysing historical data, also it can be implemented through business analytics because analytics measures organization overall information, collated, organizing and predicting are very vital role in the business analytics each and every department's data should be measured and evaluated by the top management, such as Data Aggregation, Data Mining, Forecasting, predictive analytics, based this data to be evaluated by the management and negative activities will be eliminated, various analytics supports to reach organization goals and business excellence through business analytics. Quality product development, customer satisfaction and their future requirements should be fulfilled through business analytics. An employee safety measures are necessary role in the business excellence as per Maswlow's Theory concepts.

Keywords: Business Excellence, Business Analytics

**Introduction**

Business analytic is very important role in the organization because each department's data sheets measured by the management and necessary action will be taken for future development of the business excellence, nowadays many organization starts new business and competitive mapping analysed by the business sector. Competitors may reduce their product for increase their sales in the industry, so the organization should be aware about new business scenario. There are different types of data analytics are supports to improve the organization level and reach its goals. Measured data evaluated by the superiors and added some extra future of the business technique. Information technology uses to measure current trends of the organization position. These types of analytics mostly supports to successful business excellence in the organisation. An organization should follow necessary steps to

keep their existing customer and focus to enrol new customer to buying their products through customer satisfaction level.

### **Maslow's Theory**

According to Maslow's theory an organization should provide all facilities to their employees such as shelter, safety needs – hand gloves, safety shoes, safety glass for their eye protection, emergency – ambulance etc provision should be provided for their employees, because these types of employee's supports to motivate employees inner attitude will be improved to efficiency of the employees. Basic and psychological need will be fulfilled by the organization. Some hazards information should stick on the giant machine on it for employee notice.

### **Objectives of the Studies**

- To find excellence business activities by business analytics
- To obtain successful business through various data analytics in the organization
- To find future performance activities through analytics.

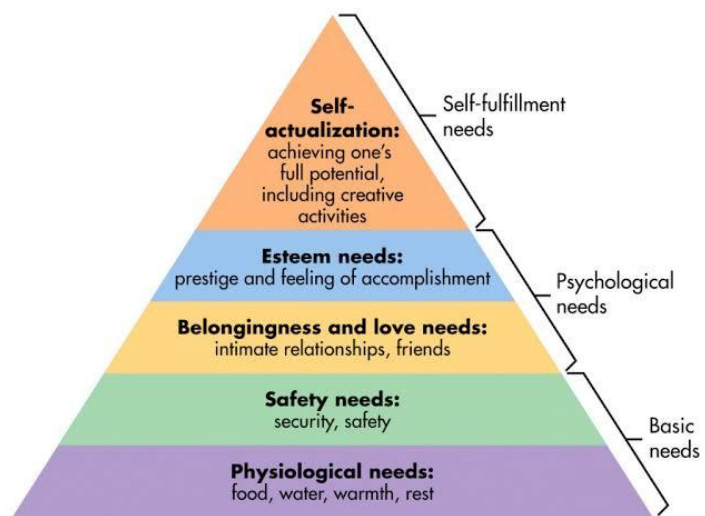
### **REVIEW OF LITERATURE**

**Anupama Gupta (2010)** described the challenges faced by Human resource manager in context of new economic scenario. This paper emphasized that these challenges should seriously taken care of. Main challenge is the shortage of skilled manpower. This paper examined the role of human resource department to tackle the problem. It was the duty of HR department to design a possible career path to retain talent. It was suggested that HR manager should be ready to handle the challenges, but the role of other stakeholders should also be included in order to ensure healthy survival of the organization.

**Saini R.R. (2010)** in his article —Human resource development in UCO Bank-A case study of Chandigarh Region. evaluates the Human Resources Development policies and practices. This study identified the process and problems in designing and implementing Human Resources Development Systems. This study was analytical in nature and consist a sample of 100 respondents to analyze their opinion about HRD Policies and Practices. The Important findings of this study were, qualification was the most important factor of recruitment at all level of managers and employees. It also concluded that problem solving strategy of the organization was very effective because all appropriate method have been used to solve

problems. Negotiation and Union involvement was the most prevalent used method to solve the problem. This study also observed that the managers were not aware sufficiently about the functioning of HRD Systems. Therefore a proper action plan to improve awareness, Motivation, & serious concern among managers about HRD should be implemented.

**Kundu. Subhash C., Divya Malhan (2009)** in their article on "HRM Practices in Insurance Companies: A Study of Indian and Multinational Companies" opined that Competitive advantage of a company can be generated from human resources (HR) and company performance is influenced by a set of effective HRM practices. The results of this study indicated that both multinational companies and Indian companies have to significantly improve their practices regarding performance appraisal, training and financial benefits, and hr planning and recruitment. Service sector is human resource intensive business. To gain competitive advantage, service organizations should emphasize on human resource



management practices, as has been indicated in the results. A well-defined framework of human resource management practices benefits not only the organization but also the employee. HR policies of an organization benefit the employee by providing better opportunities for growth in terms of better compensation, benefits, training and development opportunities, and career management, in turn leading to job satisfaction and self-fulfilment.

**Tripathy (2008)** observed that an organization can have competitive advantage by utilizing its human resources. This can be achieved through sound HRD Practices. According to him HRD include three C's- Competencies, commitment and culture. An optimum level of progressive climate is essential for facilitating HRD in an organization. It was resulted that good HRD Practices can influence financial and other performance indicators in the organization.

**Singh S.K (2008)** in his research entitled — HRD Climate: Interventions and challenges examined that survival of the organizations in dynamic and complex environment require employee involvement, productivity and this can be achieved with the help of quality targets, quality circles, training and development & suitable method of performance appraisal etc. Above these HRD interventions/practices should be implemented in a suitable way and HRD Climate should be conducive so that cooperation of employees can be achieved and conflicts can be sorted out which in turn increase the effectiveness of the organization.

**Patil, Kallinath S. (2007)** in his study opined that, the service sector plays a vital role in the development of the country. LIC has grown into a living saga. This transformation has not come about overnight. A breakthrough has been achieved on the strong foundation laid by the people of this great institution, which provided confidence and inner strength to explore new frontiers through the program of massive decentralization, development, expansion and diversification undertaken in recent years. The organization is today on the threshold of new vistas, striving and straining for reaching new heights and surging ahead in quest of excellence.

#### **Data aggregating for excellence business**

Data aggregating method is primary analytics for business excellence, all the departments data will be collated, unstructured data eliminated through this analytics and few more necessary data will be added itself, collected data to be kept on separate database , because in future it may add or permanently omitted by the management.

#### **Data mining analytics for business excellence**

Big data analytics through data mining, an organization overall data analyse and fine tune for next level implementation purpose, data mining means business analytics sorts by statistical data. Redundant should eliminate and final resolution will be measured for process. Through this information, an organization future and earlier comparative balance sheets measured and finding ratio between the worksheet. Finalized data send to evaluate by the top management in the organization. Big data analytics methods not only measures last year data sheet, it chances to measure last five years will be compared and analytics to finding reasons for decrease and update activities. Mostly these types of data are mining analytics uses to some importance suggestion and conclusion of the organization based on the results. Association

and Sequences Identification, after big data analytics original data and theme will be finalized and unstructured data will be omitted through forecasting planning activities and equal association should be added itself for alternative solution.

### **Forecasting Data Analytics**

Before eliminating any types of data analytics, some alternative solution might be made because due to some problem something may fail to access, in this regard few forecasting planning executives to safeguard of the organizations continuous process. Forecasting activity makes some future plans and alternative solution for the organization to research the organization goals.

### **Customer and Market Focus**

The organization should focus their customer for their future develops of business, each customer of backbone of our business, customer should be treated well, and an organization may try to fulfil their expectation through service wise. Because, lot of products are introducing day-by-day in the market. So, the organization should identify their customer and maintain their future requirements based on their taste. Customer feedback and suggestion will be evaluated and measured, the future product will be built most of the customer suggestion and their expectation, the product will be best with moderate cost when compare with same product in the current marketing trend. As a Manager should analysis marketing trending and other new company's products attributions should be evaluated.

### **Strategic Planning**

Strategic Planning is very necessary in the organization for excellence business activities. Each and process should planned well, alternative task is very essential for during critical situation. Strategic planning means forecasting preventive activation, in case due to some employee strike or social problem will arise unfortunately, during the day what will do the necessary action to solve the problem, when critical situation safeguard process will be made through proper channel for avoid losses for an organization. There are different types of strategic planning executing in the organization, ie. Sales planning, manufacturing planning, stock planning, recruitment planning, budget planning, quality control planning, cost control planning and much more strategic planning concept will be derived in the organization.

### **Performance excellence**

Leadership – Signifies critical importance of leadership to business success

- Senior Leadership
- Governance and social responsibilities

Leadership – Signifies critical importance of leadership to business success

- Strategy development
- Strategy Implementation
- Performance evaluation, corrective action and corporate oversight.
- Measuring process safety performance
- Incident and near miss investigations
- Process safety audits
- Correction of identified process safety deficiencies – Repeat findings and addressed suggesting that true root causes are not being identified and corrected.
- Effective use of findings from operating experiences, process hazard analyses, audits, near misses and incident investigations to improve operations and systems – Performance data and indicators are effectively used to drive continuous improvement in process safety and risk management system ( e.g. the risk of major incident relative to LOPC data).
- Adequate management and corporate oversight.
- Corporate safety culture – Any one or al of the following management system elements might be scrutinized in the event of an incident relative to the opportunities noted above.
- Effectiveness of process safety leadership
- Adequacy of employee involvement and empowerment
- Adequacy of resources and positioning of process safety capabilities.
- Effectiveness of incorporation of process safety into management decision - making
- Common, unifying process safety culture.
- Process safety management systems
- Process risk assessment and analysis
- Compliance with internal process safety standards

- Implementation of engineering good practices – Engineering design practice and associated training are in place and translate industry, design guidance and application standards.
- Process safety knowledge and competence
- Effectiveness of corporate process safety management system – Management systems are effective and successful in preventing accidents.

**Customer Focus:-** Examines how organization engages its customers for long term marketplace success and builds a customers - focused culture

- Voice of Consumer
- Customer Engagement

Measurements, Analysis and Knowledge Management – this is posit it joined as the foundation for all other categories in the systems framework.

- Measurements, Analysis and improvement
- Management of information, knowledge and information technology.

**Excellence**, designed to encourage companies to enhance their competitiveness through an aligned approach to organizational performance management that results in :

- Delivery of ever – improving value of customers, results in improved marketplace success.
- Improvement of overall company performance and capabilities
- Organizational and personal learning

### **Continuos Improvement**

- Build the business case for operational excellence
- Understand the impact of the key drivers
- Integrate sustainability into the vision, strategy and objectives
- Manage risks, reduce cost and build stakeholder value
- Development competences and support cultural change

### **Building Partnerships**

- Seek develop and maintain trusting relationships with various partners to ensure mutual success.
- These partnerships may be formed with amongst others. Customers, society, Key suppliers, educational bodies or non – governmental organizations.
- Taking responsibility for a sustainable future
- embed within their culture an ethical mindset, clear values and the highest standards for organizational behaviour.
- All of which enable them to strive for economic, social and ecological sustainability.

### **Improve the quality of a product or service**

- To improve quality, the performance, features and other dimensions should be improved in order to gain large market shares and higher profits.
- To minimize defects and failures which tends to lower reworks and inspection costs, results in quality improvement and increased profits.
- High improved quality brings in a high return on investment (ROI) on any market share and tends to lower costs and increase profits.
- High quality brings high reputation for the products, which a premium price can be charged and this increases profits.
- High quality achieves economies of scale due to cost savings, which results to increase in profits.

### **Analytics Key performance for business excellence**

- Maintenance performance indicators reflect achievements and progress in meeting an agreed maintenance benchmark.
- Measure whether maintenance work successfully removes risk of failure from your plant and equipment.
- Identify causes of equipments failures
- Effectiveness of PM / Predictive Maintenance (PDM) activities.
- Measure effectiveness and efficiency of the Maintenance Group.
- Measure the reliability improvements and operating risk reduction results of the maintenance effort.



## **SUGGESTION AND CONCLUSION**

Business excellence can be increased through key factors of analytics, because each and every measures of activities are very vital role in the business sector, day to day plenty of competitors are in the market, as a team of analytics should focus and its trend in the market, every organization should focus on key functions of the business excellence such as to built quality product, and reasonable cost in the market when compare with other competitors products, the organization to design and fulfil customer satisfaction. Quality control activities should concentrate for customer expectation, because most of the customer expects quality products and make it availability without short supply, because once lost customer they will change taste and brand, so stock availability. To measure customers feedback through big data analytics and filtered unstructured data to finalize the new brand process. To improve customer and organization relationship and all key factors are very vital category in the organization for excellent business through analysis.

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