

## Kaitlin Jansen

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**From:** Duke University's Fuqua School of Business <mqmbusinessanalytics@fuqua.duke.edu>  
**Sent:** Friday, March 22, 2019 2:03 PM  
**To:** Kaitlin Jansen  
**Subject:** What makes a better answer?



Meet Your Dean:  
Jeremy Petranka

# Asking the Right Questions

Information doesn't always mean insight. Jeremy advises on that.

Big data is trending, but most companies struggle with how to use it. Jeremy believes that's often because they're not asking the right questions. With experience consulting for firms like IBM and PricewaterhouseCoopers, Jeremy has a deep knowledge of where companies want to go – and how analytics can be used to get them there.

Jeremy combines his management consulting background with academic work in economics and decision-making to guide the Master of Quantitative Management: Business Analytics program, developing the kind of analyst who starts by understanding which questions to ask.



## Big data before it was cool

Jeremy has been working in big data since the late '90s. He's seen the field grow exponentially and understands the far-reaching implications data has on our future—and on firms' strategy. Pointing to the gap that

often exists between the people who know how to wrangle data, and the people who use it for decision-making, Jeremy sees Fuqua's MQM students as professionals who can bridge that divide.

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 [Explore Jeremy's perspective](#)



## Forensics. Strategy. Marketing. Finance.

Jeremy keeps a finger on the pulse of multiple business functions to understand which cutting-edge analytics techniques are being used in different parts of the organization. From the “big picture” of strategy to the “ground floor” of forensics, Jeremy focuses on making sure each track in the program's curriculum tools students in the specific issues and practices of that business function.

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 [Read Jeremy's thoughts on how different functions use analytics](#)



## Passionate, concerned, tech savvy and open

Former students say Jeremy is one of the best teachers they've ever had. Ranked by Poets & Quants as one of the “[Best 40 Under 40](#)”, he's highly regarded both for his innovative teaching style and engagement outside the classroom. Whether it's an extra study session or an impromptu meeting of the Fuqua Improv Club, Jeremy's passion shows through. As former student Rebecca Wang at Ernst & Young shared, “Jeremy truly embodies the Fuqua spirit of appreciating and learning from the differences in others.”

 [Watch Jeremy's conversation on IT Strategy](#)



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**The Fuqua School of Business**

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