CLAIMS

1. An analytics platform comprising:

a project management tool that makes project management resources available to a requestor user of the plurality of users, the project management resources including a project definer and a task definer;

an effectiveness rating tool configured to provide an analytics effectiveness index for at least one analytics provider user of the plurality of users, the analytics effectiveness index calculated based on one or more metrics related to performance of analytics tasks conducted by the analytics provider user; and

an auction management tool configured to:

select analytics provider users based on their analytics effectiveness indices;

allow the requestor user to specify an analytic task for auction, specify auction parameters and weighting of the auction parameters, and provide the specified analytic task for auctioning to ones of the plurality of users, the specified analytic task having been defined in the task definer and related to a project defined in the project definer;

receive bids on the specified analytic task from the selected analytics provider users; and

provide received bids to the requestor user with scoring for each bid based on the parameters and the parameter weighting;

wherein the project management tool, the effectiveness rating tool, and the auction management tool are implemented in at least one non-transitory computer-readable storage medium or computing device.

2. The analytics platform of claim 1, wherein each received bid provided to the requestor user is awarded a total score and is ranked based on the total score and the analytics effectiveness index for the analytics provider user submitting the bid.

3. The analytics platform of claim 1, wherein the analytics effectiveness index is calculated based on at least one of a robustness in an established area of inquiry and insight development.

4. The analytics platform of claim 1, wherein the analytics effectiveness index is calculated based on at least two of the dimensions of construction, data, deliverable clarity,

team diversity, transaction leverage, team effectiveness, delivery, velocity, longevity, and relative platform activity.

5. The analytics platform of claim 1, wherein the analytics effectiveness index is calculated based on at least two of the sub-dimensions of: major factors and issues, convergence, divergence, analytic confidence, sanity check, group power, analytic confidence, completeness of data sets overall, completeness of meta data overall, completeness of atomic data sets, and completeness of atomic meta data sets, deliverables provided, deliverables quality, outsiders viewpoint, activity rating, team leader view, team view, on time, on budget, extensibility, transaction rate, durability, applicability, and power user rating.

6. The analytics platform of claim 1, wherein the project management tool allows for an analytic project to be structured and managed throughout a project lifecycle, and wherein the project management tool allows for organization of an area of inquiry and association of one or more hypotheses to the area of inquiry, the project definer allows for definition of one or more projects associated with each hypothesis, and the task manager allows for association of one or more analytic tasks to each project.

7. The analytics platform of claim 6, wherein the project management tool further allows for a grant of access to artifacts associated with an analytic task to ones of the plurality of users.

8. The analytics platform of claim 7, wherein the artifacts include at least one of a problem description, evaluation criteria, an external data set, an internal data set, a statistical model study, a calculation procedure, and a listing of users of the plurality of users who have roles within the area of inquiry.

9. The analytics platform of claim 1, wherein the executable instructions further include instructions to allow for granting and removal of access privileges in an established social network of users within the analytics platform.

10. The analytics platform of claim 1, wherein the executable instructions further include instructions for integration with external social networks.

11. The analytics platform of claim 1, wherein the executable instructions further include instructions for the analytics platform to optimize and route the processing of analytic activities.

12. The analytics platform of claim 11, wherein the executable instructions further include instructions to allow a user to identify an internal infrastructure to the analytics platform, wherein the analytics platform optimizes and routes the processing of analytic activities based in part on the identified internal infrastructure.

13. A non-transitory computer-readable storage medium, comprising executable instructions to:

provide analytics effectiveness indices for multiple analytics provider users, each analytics effectiveness index calculated based on one or more metrics related to performance of analytics tasks conducted by the analytics provider;

select analytics providers based on the analytics effectiveness indices;

set up an auction for an analytic problem for the selected analytics providers, including specifying a plurality of award parameters and weights for respective ones of the award parameters;

receive a plurality of bids from the selected analytics providers, each bid including bid information corresponding to the award parameters;

for each bid, establish scores for respective ones of the award parameters based on the bid information;

for each bid, calculate weighted scores for respective ones of the award parameters based on the scores and the weights for the respective ones of the award parameters; and

for each bid, calculate a composite score based on the weighted scores.

14. The non-transitory computer-readable medium of claim 13, wherein the executable instructions to set up the auction further include executable instructions to specify an area of inquiry, data sets to be provided, and deliverable parameters.

15. The non-transitory computer-readable medium of claim 13, wherein the executable instructions to set up the auction further include executable instructions to specify at least one agreement to be executed by a bidder.

16. The non-transitory computer-readable medium of claim 13, wherein the award parameters include a price, a delivery time, and an analysis approach.

17. The non-transitory computer-readable medium of claim 13, further comprising executable instructions to display the bids and the composite scores for respective ones of the bids.

18. The non-transitory computer-readable medium of claim 13, further comprising executable instructions to identify the bid with the highest composite score.

19. The non-transitory computer-readable medium of claim 13, wherein the executable instructions to establish the scores include executable instructions to establish the scores with respect to a common range across all the award parameters.

20. The non-transitory computer-readable medium of claim 13, wherein the executable instructions to establish the scores include executable instructions to scale at least one of the scores with respect to a common range across all the award parameters.