BUSINESS INTELLIGENCE and CUSTOMER ANALYTICS: Uncovering Hidden Value

Data by itself is useless. Without gleaning actual insights from data that can be acted upon to solve a business issue, collecting vast amounts of it will only obscure patterns and prevent any understanding of what it all means.

Luckily, there has been an explosion of business intelligence (BI) and customer analytics tools in the past several years to help make sense of all that information. Ultimately, these tools enable users to make better, data-backed decisions, and they are becoming easier to use thanks to enhancements like natural language processing, search, and conversational analytics.

In 2020, augmented analytics will be a dominant driver behind new purchases of analytics and business intelligence, data science and machine learning platforms, and embedded analytics.

BI and customer analytics tools are about to deliver on the promise of allowing everyone—organizations of all sizes and line-of-business users who aren’t data scientists—to reap the benefits of data-backed decision making.

Participate in this Best Practices installment and educate our readers on what to consider with their BI and customer analytics initiatives.

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