



ANALYTICS RESOURCE GUIDE

*This guide was created to help Faculty and Students find a convenient source of books, journals, professional publications, e-newsletters, websites and blogs to gain insights into how Analytics is being used for more effective and efficient communications. It was created in April 2020 and it will be updated regularly on the website for the W2O Center for Social Commerce.
<socialcommerce.syr.edu>*

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W2O Resources

→ W2O GROUP UNVEILS RELEVANCE MODEL AND INDEX

- ◆ *“Relevance is the new reputation.”* In this report, W2O Group introduces its proprietary Relevance model as a measure for organizations to assess how they stack up against competition and understand factors that influence their ability to authentically and consistently capture the trust and attention of stakeholders in a distracted world.

→ REMAINING RELEVANT AMIDST A GLOBAL HEALTH CRISIS

- ◆ W2O Group applies its Relevance model to measure and analyze how companies have responded to the COVID-19 pandemic.

→ 7 SHIFTS IN DIGITAL ANALYTICS

- ◆ In the past decade, few fields have changed as significantly as digital marketing, communications, advertising and analytics. This guide outlines seven major shifts spurred by the use of big data and digital tools.

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BOOKS

- **A Practitioner's Guide to Business Analytics: Using Data Analysis Tools to Improve Your Organization's Decision Making and Strategy, R. Bartlett**
 - ↳ In today's volatile business environment, the strategic use of business analytics is more important than ever. A Practitioners Guide to Business Analytics helps you get the organizational commitment you need to get business analytics up and running in your company. It provides solutions for meeting the strategic challenges of applying analytics
- **Analytic Philosophy: A Very Short Introduction by M. Beaney**
 - ↳ In this Very Short Introduction Michael Beaney introduces some of the key ideas of the founders of analytic philosophy by exploring certain fundamental philosophical questions and showing how those ideas can be used in offering answers. Considering the work of Susan Stebbing, he also explores the application of analytic philosophy to critical thinking, and emphasizes the conceptual creativity that lies at the heart of fruitful analysis. Throughout, Beaney illustrates why clarity of thinking, precision of expression, and rigour of argumentation are rightly seen as virtues of analytic philosophy.
- **Analytics in a Big Data World: The Essential Guide to Data Science and its Applications, by B. Baesens**
 - ↳ By leveraging big data & analytics, businesses create the potential to better understand, manage, and strategically exploit the complex dynamics of customer behavior. Analytics in a Big Data World reveals how to tap into the powerful tool of data analytics to create a strategic advantage and identify new business opportunities
- **Big Data: A Revolution That Will Transform How We Live, Work, and Think by V. Mayer-Schönberger and K. Cukier**
 - ↳ A revelatory exploration of the hottest trend in technology and the dramatic impact it will have on the economy, science, and society at large. Which paint color is most likely to tell you that a used car is in good shape? How can officials identify the most dangerous New York City manholes before they explode? And how did Google searches predict the spread of the H1N1 flu outbreak?

- **Business UnIntelligence: Insight and Innovation Beyond Analytics and Big Data, by B. Devlin**
 - ↳ Business intelligence (BI) used to be so simple—in theory anyway. Integrate and copy data from your transactional systems into a specialized relational database,

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apply BI reporting and query tools and add business users. Job done. No longer. Analytics, big data and an array of diverse technologies have changed everything. More importantly, business is insisting on ever more value, ever faster from information and from IT in general.

→ **Creating Value With Social Media Analytics: Managing, Aligning, and Mining Social Media Text, Networks, Actions, Location, Apps, Hyperlinks, Multimedia, & Search Engines Data by G. F. Khan**

↳ Often termed as the "new gold," the vast amount of social media data can be employed to identify which customer behavior and actions create more value. Nevertheless, many brands find it extremely hard to define what the value of social media is and how to capture and create value with social media data. In *Creating Value with Social Media Analytics*, we draw on developments in social media analytics theories and tools to develop a comprehensive social media value creation framework that allows readers to define, align, capture, and sustain value through social media data.

→ **Data Analytics Made Accessible, by A. Maheshwari**

↳ This book fills the need for a concise and conversational book on the hot and growing field of Data Science. Easy to read and informative, this lucid and constantly updated book covers everything important, with concrete examples, and invites the reader to join this field. University of Texas calls it #1 read for Data Analysts.

→ **Data Analytics: Become A Master In Data Analytics by R. Dorsey Data Science For Business: What You Need to Know About Data Mining & Data-Analytic Thinking, by F. Provost & T. Fawcett**

↳ Written by renowned data science experts Foster Provost and Tom Fawcett, *Data Science for Business* introduces the fundamental principles of data science, and walks you through the "data-analytic thinking" necessary for extracting useful knowledge and business value from the data you collect. This guide also helps you understand the many data-mining techniques in use today.

→ **Data Smart: Using Data Science to Transform Information into Insight, by J. W. Foreman**

↳ Data Science gets thrown around in the press like it's magic. Major retailers are predicting everything from when their customers are pregnant to when they want a new pair of Chuck Taylors. It's a brave new world where seemingly meaningless data can be transformed into valuable insight to drive smart business decisions.

→ **Data Strategy: How to Profit from a World of Big Data Analytics and The Internet of Things by B. Marr**

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- ↳ Bernard Marr's Data Strategy is a must-have guide to creating a robust data strategy. Explaining how to identify your strategic data needs, what methods to use to collect the data and, most importantly, how to translate your data into organizational insights for improved business decision-making and performance, this is essential reading for anyone aiming to leverage the value of their business data and gain competitive advantage
- **Data-Driven HR: How to Use Analytics and Metrics to Drive Performance by B. Marr**
 - ↳ Data-Driven HR is a practical guide which enables HR professionals to leverage the value of the vast amount of data available at their fingertips. Covering how to identify the most useful sources of data, collect information in a transparent way that is in line with data protection requirements and turn this data into tangible insights, this book marks a turning point for the HR profession.
- **Developing Analytic Talent: Becoming a Data Scientist by V. Granville**
 - ↳ Harvard Business Review calls it the sexiest tech job of the 21st century. Data scientists are in demand, and this unique book shows you exactly what employers want and the skill set that separates the quality data scientist from other talented IT professionals. Data science involves extracting, creating, and processing data to turn it into business value. With over 15 years of big data, predictive modeling, and business analytics experience, author Vincent Granville is no stranger to data science.
- **Digital Marketers Sound Off: Tips, Tactics, Tools, and Predictions from 101 Digital Marketing Specialists by M. Chiera**
 - ↳ This easy-to-follow book contains insights from 101 digital marketing specialists spanning many specializations: search engine optimization, Google AdWords, Facebook ads, PR, email marketing, content marketing, social media marketing, and affiliate marketing
- **Hacking Growth: How Today's Fastest-Growing Companies Drive Breakout Success by S. Ellis & M. Brown**
 - ↳ Hacking Growth is a highly accessible, practical, method for growth that involves cross-functional teams and continuous testing and iteration. Hacking Growth does for market share growth what the lean startup does for product development and business model generation does for strategy. Hacking Growth focuses on customers - how to attain them, retain them, engage them, and monetize them - rather than product.
- **How To Get To The Top Of Google: The Plain English Guide To SEO by T. Cameron-Kitchen**
 - ↳ Go Behind The Scenes Of Some Incredible Business Growth Stories See and copy the strategies that have transformed the rankings, traffic and profit from real

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businesses. Discover how one US eCommerce site from sales of less than \$500 per week to more than \$232,000 per week in 18 months, purely from using the strategies in this book. Learn how startups and brands alike can transform their visibility and dominate their markets using the content creation, optimisation, and promotion techniques proven to work over hundreds of industries.

→ **Introduction to Data Visualization & Storytelling: A Guide For The Data Scientist by J. Berengueres, M. Sandell, and A. Fenwick**

↳ Used in universities and biz schools in Finland, Barcelona, USA, Korea, Canada and the Middle East; and in executive trainings of companies like Halliburton TX, Agilent and PropertyFinder.com, this book will help you to transform data into not just information, but valuable knowledge. In this book, you will learn by example how to visualize the fascinating topics of gender equality, inclusion, solar energy and bias.

→ **Lean Analytics: Use Data to Build a Better Startup by A. Croll & B. Yoskovitz**

↳ If you're involved with a startup, analytics help you find your way to the right product and market before the money runs out. But with a flood of information available, where do you start? This book shows you what to measure, how to analyze it, and how to report it, whether you're evaluating your business model, testing new features, enticing investors, or reporting progress to advisers.

→ **Now You See It: Simple Visualisation Techniques for Quantitative Analysis by S. Few**

↳ This companion to Show Me the Numbers teaches the fundamental principles and practices of quantitative data analysis. Employing a methodology that is primarily learning by example and thinking with our eyes," this manual features graphs and practical analytical techniques that can be applied to a broad range of data analysis tools including the most commonly used Microsoft Excel.

→ **Numsense! Data Science for the Layman: No Math Added by A. Ng & K. Soo**

↳ Used as course material in top universities like Stanford and Cambridge. Sold in over 85 countries and translated into more than 5 languages. Want to get started on data science? Our promise: no math added.

→ **Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die by E. Siegel**

↳ Predictive Analytics unleashes the power of data. With this technology, the computer literally learns from data how to predict the future behavior of individuals. Perfect prediction is not possible, but putting odds on the future drives millions of decisions more effectively, determining whom to call, mail, investigate, incarcerate, set up on a date, or medicate.

→ **Social Media Marketing Mastery 2019: 3 BOOKS IN 1-How to Build a Brand and Become an Expert Influencer Using Facebook, Twitter, Youtube & Instagram-Top Digital Networking & Personal Branding Strategies by R. Miller**

↳ This collection includes the top books to help you improve, grow and master your Social Media Marketing skills. Change the way that you market your business! It

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doesn't matter what social media platforms your business favors, the time and marketing budget spent there can reap immense rewards, but only if the company's social media presence is handled properly. If you are looking for the best way to dip your foot into this marketing goldmine, then this book collection is exactly what you need!

→ **Storytelling with Data: A Data Visualization Guide for Business Professionals by C. Nussbaumer**

↳ Storytelling with Data teaches you the fundamentals of data visualization and how to communicate effectively with data. You'll discover the power of storytelling and the way to make data a pivotal point in your story. The lessons in this illuminative text are grounded in theory, but made accessible through numerous real-world examples—ready for immediate application to your next graph or presentation.

→ **The Accidental Analysts: Show Your Data Who's the Boss by E. McDaniel & S. McDaniel**

↳ Are you drowning in a sea of data? Would you like to take control of your data and analysis to quickly answer your business questions and make critical decisions? Do you want to confidently present results and solutions to your managers, colleagues and clients? If so, The Accidental Analyst: Show Your Data Who's Boss is for you! Although you didn't plan for a career as a data analyst, you're now in a position where you have to analyze data to be successful.

→ **Too Big to Ignore: The Business Case for Big Data, by award-winning author P. Simon**

↳ Residents in Boston, Massachusetts are automatically reporting potholes and road hazards via their smartphones. Progressive Insurance tracks real-time customer driving patterns and uses that information to offer rates truly commensurate with individual safety. Google accurately predicts local flu outbreaks based upon thousands of user search queries.

→ **Web Analytics 2.0 by A. Kaushik**

↳ Adeptly address today's business challenges with this powerful new book from web analytics thought leader Avinash Kaushik. Web Analytics 2.0 presents a new framework that will permanently change how you think about analytics. It provides specific recommendations for creating an actionable strategy, applying analytical techniques correctly, solving challenges such as measuring social media and multichannel campaigns, achieving optimal success by leveraging experimentation, and employing tactics for truly listening to your customers

→ **Web Analytics: An Hour a Day by A. Kaushik**

↳ Written by an in-the-trenches practitioner, this step-by-step guide shows you how to implement a successful Web analytics strategy. Web analytics expert Avinash

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Kaushik, in his thought-provoking style, debunks leading myths and leads you on a path to gaining actionable insights from your analytics efforts.

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WEBSITES/BLOGS

→ [KISSmetrics Blog](#)

↳ Neil Patel is a New York Times Bestselling author. The Wall Street Journal calls him a top influencer on the web, Forbes says he is one of the top 10 marketers, and Entrepreneur Magazine says he created one of the 100 most brilliant companies. He was recognized as a top 100 entrepreneur under the age of 30 by President Obama and a top 100 entrepreneur under the age of 35 by the United Nations.

→ [Occam's Razor Blog](#)

↳ Guy Kawasaki's early blog posts were very influential for me in terms of what this blog became. Specifically two things outlined in his blogging "principles" post: "Eat like a bird, and poop like an elephant." – Japanese Quote. This really connects with me. I have learned a lot from others and my hope with my blog is to share back with the world, to the extent that I can, in my core area of expertise. Think "book" not "diary." I have come to believe that this is probably the best way to be successful in blogosphere.

→ [HubSpot Academy](#)

↳ Take your professional skills to the next level with free, online training from HubSpot Academy. From quick, practical courses to comprehensive certifications, learn everything you need to know about the most sought-after business skills.

→ [Google Analytics Academy](#)

↳ Analytics Academy helps you learn about Google's measurement tools so that you can grow your business through intelligent data collection and analysis.

→ [YouTube Channel](#)

↳ Welcome to the official channel for Google Analytics, where you'll find videos and product tips for Analytics, Data Studio, Optimize, Surveys, and Tag Manager.

→ [Quora](#)

↳ Database of questions answered by analytics experts

→ [General Assembly](#)

↳ Since 2011, General Assembly has transformed tens of thousands of careers through pioneering, experiential education in today's most in-demand skills.

→ [Online Behavior Blog](#)

↳ The website Founder & Editor is Daniel Waisberg, which writes, analyzes, advertises, and edits content submitted by our authors. He is also the Analytics Advocate for Google. Important note: opinions expressed in Online Behavior articles are not to be considered Google's official statements

→ [Moz's Blog](#)

↳ At Moz, we believe there is a better way to do marketing. A more valuable, less invasive way where customers are earned rather than bought. We're obsessively

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passionate about it, and our mission is to help people achieve it. We focus on search engine optimization (SEO). It's one of the least understood and least transparent aspects of great marketing, and we see that as an opportunity: We're excited to simplify SEO for everyone through our software, education, and community.

→ [The Analysis Exchange](#)

↳ The Analysis Exchange is an effort to dramatically increase the number of people on Earth doing web analytics the right way. Currently the Analysis Exchange is undergoing an overhaul to create more learning opportunities for the thousands of students that have expressed interest in the program.

→ [Simo Ahava Blog](#)

↳ Hi, I'm Simo Ahava. I'm partner and co-founder at 8-bit-sheep. I have also been a Google Developer Expert for Google Analytics and Google Tag Manager since 2014. I hail from Espoo, neighboring Helsinki, the capital of Finland. I have a background in academics (English language and linguistics), in IT, in digital marketing, and in web development. I've been programming actively since 1997, and I built my first website the same year. Marketing, IT disciplines, and web analytics all fell into my sphere of interest shortly after. My blog has a singular purpose: To tell complicated stories in a simple, understandable, and actionable way.

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TOOLS

→ [WASP Chrome Plugin](#)

↳ The Web Analytics Solution Profiler (WASP) is the must have tool for managers, marketers and implementation specialists who wants to audit, validate and debug the data sent from their websites via tags and beacons.

→ [Piwik](#)

↳ With Matomo, the philosophy around data ownership is simple, you own your data, no one else. People believe in us for that reason, and we will continue to champion the right for people to be in control of their data. This is why Matomo is trusted and used among industries with strict compliance and data privacy regulations.

→ [Cyfe](#)

↳ ALL-IN-ONE BUSINESS DASHBOARDS. Social media, web analytics, marketing, sales, support, infrastructure...monitor everything!

ARTICLES

→ TDWI LIST OF TRENDS IN ANALYTICS

↳ <https://tdwi.org/articles/list/trends-in-analytics.aspx>

↳ List of articles showing analytics trends

→ 5 UNCONVENTIONAL PR TACTICS FOR NONPROFITS

↳ <https://www.classy.org/blog/5-unconventional-pr-tactics-nonprofits/>

↳ You may have crafted the perfect story for your nonprofit, but it won't matter if no one hears it. The trick is to make sure your story reaches the public. Tapping media resources and getting your story out to the public can give your organization a big promotional boost.

↳ Pitching a story is not always easy though, and many organizations are left with a stale PR strategy that's less than successful. Below are five tactics that can refresh your approach and help you win some media attention.

→ 4 TIPS ON HOW TO CHOOSE THE RIGHT THIRD PARTY ANALYTICS VENDOR FOR YOUR GROWING BUSINESS

↳ <https://adage.com/article/industry-insights/4-tips-how-choose-right-third-party-analytics-vendor-your-growing-business/2203361>

↳ In an increasingly tech-driven world, companies looking to remain competitive need to become proficient at analyzing data and implementing new solutions and decisions derived from this analysis. Data has become a key asset for businesses nowadays, cementing itself as a crucial factor for an organization's development and impacting multiple aspects of a company's operations—from performance management, product management, maximizing customer value, cost reduction, to advertising optimization and so much more.

→ WHEN SCANDINAVIAN AIRLINES ADOPTED ANALYTICS, IT GOT MORE THAN TOOLS AND TECHNOLOGY

↳ <https://adage.com/article/neustar/when-scandinavian-airlines-adopted-analytics-it-got-more-tools-and-technology/2187676>

↳ When a brand decides to fully embrace analytics, there's one thing that's universally critical to that mission: people. Our partnership with SAS - Scandinavian Airlines is a good case in point. SAS, Scandinavia's largest airline, came to us with a problem: implement a 20 percent cut to marketing budgets while being pushed to increase profitability.

→ **BUILDING A SEARCH TOOL FOR STATE COURT DATA AND ANALYTICS, TRELLIS ADDS ALON SHWARTZ AS CO-FOUNDER**

↳ <https://techcrunch.com/2020/02/05/building-a-search-tool-for-state-court-data-and-analytics-trellis-adds-alon-shwartz-as-co-founder/amp/>

↳ Trellis Research, the Los Angeles based startup building out a search and analytics tool for state court data, has raised \$4.4 million in a new round of funding, and added Alon Shwartz as a technical co-founder. Shwartz will take over product design as the company's chief product officer, joining Nicole Clark, who founded the company a little over two years ago.

→ **605 LAUNCHES "605 PLATFORM" NEXT-GENERATION TELEVISION MEASUREMENT AND ANALYTICS SOLUTION**

↳ <https://www.businesswire.com/news/home/20200205005516/en/605-Launches-%E2%80%9C605-PLATFORM%E2%80%9D-Next-Generation-Television-Measurement>

↳ Built on the Largest Independent, Multi-Source TV Dataset in the Industry

↳ Designed to Provide Programmers and Advertisers with Advanced Audience Measurement and Analytics

↳ AMC Networks and Discovery to be First Programming Clients

→ **WHAT SEPARATES ANALYTICAL LEADERS FROM LAGGARDS?**

↳ <https://sloanreview.mit.edu/article/what-separates-analytical-leaders-from-laggards/>

↳ Information technology changes at a rapid pace, but organizational adoption of it often doesn't. Fourteen years ago, one of us (Davenport) wrote an article about how companies were beginning to compete on analytics. In the years that followed, data and analytics seemed to become embedded in business culture. Whether these tools were called analytics, big data, or artificial intelligence, organizations of all sizes and types supposedly embraced these resources as a way to improve decision-making and enhance offerings.

→ **THE 28 BEST DATA ANALYTICS SOFTWARE AND TOP TOOLS FOR 2020**

↳ <https://solutionsreview.com/business-intelligence/the-best-data-analytics-software-and-top-tools/>

↳ Solutions Review's listing of the best data analytics software is an annual sneak peak of the solution providers included in our Buyer's Guide and Solutions Directory. Information was gathered via online materials and reports, conversations with vendor representatives, and examinations of product demonstrations and free trials.

→ **10 DATA AND ANALYTICS TRENDS TO WATCH IN 2020**

↳ <https://www.business2community.com/business-intelligence/10-data-and-analytics-trends-to-watch-in-2020-02277191>

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- ↳ A new decade offers a natural inflection point around business transformation – transformation that is increasingly being fueled by informed, real-time business decisions. As brands face a 2020 reality check and use this year to hone their next-decade strategy, investments in emerging and evolving trends and technologies are giving many organizations a competitive edge. Here are 10 to watch in 2020.

→ 5 SIGNS YOUR ANALYTICS DASHBOARD NEEDS AN UPDATE

- ↳ <https://www.cmswire.com/digital-marketing/5-signs-your-analytics-dashboard-needs-an-update/>
- ↳ When was the last time you updated your analytics dashboard? Too often, we think a dashboard needs very little adjustment over the course of its use. The truth is an analytic dashboard's value can expire over time like milk, with bad data being that sour milk.

→ HOW TO JUMPSTART A CAREER IN PEOPLE ANALYTICS

- ↳ <https://www.hcamag.com/us/specialization/hr-technology/how-to-jumpstart-a-career-in-people-analytics/212646>
- ↳ The past five years have seen the number of HR professionals equipped with data analytics skills rising exponentially by 242%. Understanding analytics is no longer a nice-to-have but a core competency in today's data-driven environment, LinkedIn's 2020 Global Talent Trends report suggests.

→ THE BENEFITS OF BUILDING PREDICTIVE ANALYTICS ON UNIFIED CUSTOMER DATA

- ↳ <https://www.datanami.com/2020/02/05/the-benefits-of-building-predictive-analytics-on-unified-customer-data/>
- ↳ Predictive customer lifetime value (CLV) is a key element in modern marketing analytics, allowing marketers to prioritize customers that have the highest predicted business value.

→ **FOUR WAYS LEADERS CAN GAIN VALUE FROM AI AND ADVANCED ANALYTICS**

- ↳ <https://knowledge.wharton.upenn.edu/article/four-ways-leaders-can-gain-value-ai-advanced-analytics/>
- ↳ Advanced analytics, artificial intelligence and machine learning are arguably the most powerful general-purpose technologies invented since the dawn of modern computing. Extracting value from these is an imperative for business and society. It requires a deeper understanding and self-reflection among leaders of human strengths and frailties in contrast to that of modern, software-based machines and algorithms, writes Ravi Bapna in this opinion piece. Bapna is a professor of business analytics and information systems at the University of Minnesota's Carlson School of Management.

→ **PROCUREMENT TO FOCUS ON ANALYTICS IN 2020**

- ↳ <https://www.supplychainquarterly.com/news/20200205-procurement-to-focus-on-analytics-in-2020/>
- ↳ Better analytics will help procurement departments become more cost efficient, deliver value in new ways, study finds. Challenged with a dual focus on cost reduction and value creation, procurement departments will develop a sharper focus on analytics in 2020, according to a recently released study from The Hackett Group, Inc.

→ **EDELMAN HIRES WUNDERMAN THOMPSON'S YANNIS KOTZIAGKIAOURIDI AS GLOBAL DATA & ANALYTICS HEAD**

- ↳ <https://www.provokemedia.com/latest/article/edelman-hires-wunderman-thompson-s-yannis-kotziagkiaouridi-as-global-data-analytics-head>
- ↳ Edelman has named Yannis Kotziagkiaouridis, who has spent four-plus years running Wunderman Thompson's digital practice, the agency's first global head of data & analytics, the latest move in the firm's ongoing push to expand its offerings in the area.

→ **BEING CUSTOMER-CENTRIC: FIVE MAJOR AI AND ML TRENDS FOR 2020**

- ↳ <https://www.analyticsinsight.net/being-customer-centric-five-major-ai-and-ml-trends-for-2020/>
- ↳ Artificial intelligence (AI) and Machine Learning (ML) are trendy expressions that almost everybody has heard nowadays. However, even individuals who aren't acquainted with them experience these technologies consistently. Research shows that 77% of the devices that we now use have AI incorporated with them. From a flock of "smart" gadgets to Netflix proposals to products like Amazon's Alexa and Google Home, AI is the power behind numerous cutting-edge innovative solaces that are currently now part of our everyday lives.

→ **FUTURE OF PEOPLE ANALYTICS: WHAT LIES AHEAD FOR DATA-DRIVEN HR?**

- ↳ <https://www.forbes.com/sites/bernardmarr/2020/02/14/future-of-people-analytics-what-lies-ahead-for-data-driven-hr/#62fb8de63669>

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- ↳ In the last few years, we've seen incredible advances in data, analytics, and artificial intelligence (AI). While there is understandable concern about what this means for human jobs, I still believe this is an exciting time for businesses – and the people who work in them.
- **WOMEN IN ANALYTICS BRINGS WOMEN'S VOICES INTO INDUSTRY CONVERSATION**
 - ↳ <https://www.columbusceo.com/business/20200126/women-in-analytics-brings-womens-voices-into-industry-conversation>
 - ↳ Rehgan Avon's idea was simple: Create a platform for women data scientists. They came from around the world.
- **HOW TABLEAU MAKES DATA ANALYTICS AND VISUALIZATION EASIER TO UNDERSTAND**
 - ↳ <https://www.techrepublic.com/article/how-tableau-makes-data-analytics-and-visualization-easier-to-understand/>
 - ↳ Tableau Software provides the tools organizations need to transform massive volumes of business-generated data into digestible, understandable, and actionable information.
- **10 ANALYTICS AND AI STARTUPS YOU SHOULD KNOW ABOUT**
 - ↳ <https://www.informationweek.com/big-data/ai-machine-learning/10-analytics-and-ai-startups-you-should-know-about/d/d-id/1337007>
 - ↳ These young companies are examples of how startups are helping enterprises harness the power of artificial intelligence and machine learning.
- **PEPSICO GETTING CLOSER TO THE CONSUMER WITH DATA ANALYTICS**
 - ↳ <https://www.foodbusinessnews.net/articles/15481-pepsico-getting-closer-to-the-consumer-with-data-analytics>
 - ↳ PepsiCo, Inc. is investing in its data analytics capabilities to stay ahead of the evolving consumer marketplace, said Hugh F. Johnston, chief financial officer, during the company's Feb. 20 presentation at the Consumer Analyst Group of New York conference. As an example, he said PepsiCo is digitizing its marketing and consumer insights efforts.

→ **HOW LEADING RETAILERS ARE LEVERAGING TECHNOLOGY AND DATA ANALYTICS TO GROW REVENUE AND IMPROVE CUSTOMER EXPERIENCE**

↳ <https://www.bizjournals.com/sanfrancisco/news/2020/02/24/how-leading-retailers-are-leveraging-technology.html>

↳ Traditional retailers know that digital technology can help improve the in-store customer experience (CX), grow revenues, and cut costs. But the options and use cases are vast, leaving some retailers overwhelmed and uncertain where to invest their resources — from in-store retail analytics, and the CX and marketing opportunities it can generate, to e-commerce platforms, payment technologies, merchandising, and supply chain and delivery solutions.

→ **HOW PEOPLE ANALYTICS CAN HELP EMPLOYEE RETENTION**

↳ <https://sustainablebrands.com/read/organizational-change/how-people-analytics-can-help-employee-retention>

↳ Organizational cultures are like snowflakes: No two are alike. Before you implement an employee engagement program or culture initiative, you must understand your workforce demographics and experiences to ensure the practices will solve a real need.

→ **10 GREAT GOOGLE ANALYTICS ALTERNATIVES**

↳ <https://www.searchenginejournal.com/google-analytics-alternatives/347638/>

↳ Looking for an alternative (or addition) to Google Analytics? Maybe you're concerned about privacy. Maybe you're overwhelmed by how to use Analytics. Maybe you just like trying new tools. In any case, read on to see if something else suits your needs.

→ **PUBLIC RELATIONS TOOLS MARKET SIZE, CURRENT TRENDS, BUSINESS OPPORTUNITIES, MARKET CHALLENGES AND ANALYSIS BY 2026**

↳ <https://newsparent.com/public-relations-tools-market-size-current-trends-business-opportunities-market-challenges-and-analysis-by-2026/>

↳ The report carefully examines the Public Relations Tools Market, with a focus on most of the major players and their business strategies, geographical scope, market segments, product landscape and price and cost structure. Each section of the research study is specially prepared to investigate key aspects of the Public Relations Tools market.

→ **IMPROVE YOUR PR AND MEDIA STRATEGY WITH THESE IMPORTANT LESSONS FROM AGENCY PROS**

↳ <https://www.forbes.com/sites/forbesagencycouncil/2020/02/24/improve-your-pr-and-media-strategy-with-these-important-lessons-from-agency-pros/#29949e667125>

↳ The media and public relations fields can change quickly, especially with all the new communications and analytics technologies available to modern professionals. However, as any seasoned PR pro can tell you, there are some basic tenets of success on this career path that will always remain true.

→ **HOW TO MEASURE THE VALUE OF PRESS RELEASES**

↳ <https://www.business2community.com/public-relations/how-to-measure-the-value-of-press-releases-02283821>

↳ Despite the much-publicized demise of print media, press releases remain one of the most important weapons in the PR arsenal. News releases sometimes prompt reporters to write original articles that bear no resemblance to the original press releases, though journalists rarely credit a press release for giving them story ideas.

→ **10 IMPORTANT TRENDS IN PR MEASUREMENT & ANALYTICS**

↳ <https://www.business2community.com/public-relations/10-important-trends-in-pr-measurement-analytics-02133154>

↳ Inadequate measurement has traditionally plagued public relations. PR, however, is adapting. More PR pros are mastering measurement in recent years. With new tools and a greater awareness of the importance of measurement, PR has gained greater respect for its successes that add value to the organization.

→ **4 KEY PR MEASUREMENT TRENDS TO EXPECT IN 2020**

↳ <https://www.business2community.com/public-relations/4-key-pr-measurement-trends-to-expect-in-2020-02267766>

↳ 2020 will ring in new challenges and opportunities for PR measurement. Emerging trends, changing consumer sentiment and improving technologies in PR and corporate communications will impact PR analytics.

→ THE FUTURE OF PR NEEDS TO RELY LESS ON GUT AND MORE ON DATA

- ↳ <https://www.odwyerpr.com/story/public/13588/2020-01-06/future-pr-needs-rely-less-gut-more-data.html>
- ↳ Gut instinct often helps drive decisions in the PR industry and sets agencies apart from one another. But this trend is beginning to change as a result of increased integration between PR and marketing. As CMOs and CEOs ask for empirical performance metrics, public relations has been slower in adopting technologies and practices that are grounded in data, for fear that the data will ultimately trump their gut instinct.

→ PERSONALIZING PR: HOW NEW TRENDS IN TECH PROVIDE A HUMAN TOUCH TO PUBLIC RELATIONS

- ↳ <https://blog.businesswire.com/personalizing-pr-how-new-trends-in-tech-provide-a-human-touch-to-public-relations>
- ↳ Artificial intelligence is the foundation of our digital world. Today's tech-savvy organizations are using AI and machine learning to transform the customer experience, make data-driven decisions, and decipher vast amounts of information pouring in from the far reaches of the digital realm. At the core of each action is a tool making it possible.

→ THREE REASONS PUBLIC RELATIONS MUST OWN NARRATIVE CREATION

- ↳ <https://www.forbes.com/sites/forbescommunicationscouncil/2020/01/07/three-reasons-public-relations-must-own-narrative-creation/#183dc0204cf8>
- ↳ When I look at the PR industry, I have always seen headwinds and challenges. I've seen an industry that often suffers from an inferiority complex. PR is hard to measure. The value of PR can be hard to describe. And, perhaps most disruptive, other forms of marketing — content marketing, influencer marketing, storytelling — have opportunistically emerged to further muddy the waters and put PR in a defensive posture.

→ THREE WAYS TO MAKE YOUR PR CAMPAIGNS MORE DATA-DRIVEN

- ↳ <https://www.forbes.com/sites/forbesagencycouncil/2020/01/02/three-ways-to-make-your-pr-campaigns-more-data-driven/#2b4de704427f>
- ↳ The marketing world has become increasingly data-driven. Just ask anyone who has innocently searched for a product online only to be inundated by ads for said product in their email, social media, visits to websites that accept advertising, and even in their dreams. (OK, the dreams part isn't quite true yet — although I hear Google and Amazon are working on it.)

→ HOW PREDICTIVE ANALYTICS PLATFORMS HELP BRANDS PREPARE FOR CORONAVIRUS

- ↳ <https://www.pymnts.com/coronavirus/2020/how-predictive-analytics-platforms-help-brands-prepare-for-coronavirus-complexity/>

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- ↳ The coronavirus is causing unforeseen disruptions to businesses, but predictive analytics platforms are helping them plan for the unknown. The biggest change that PredictHQ has seen, for its part, since the initial spread of the virus is the number of postponements and cancellations of events, which have increased significantly.
- **BOSTON TURNS TO DATA ANALYTICS TO TRACK COVID-19 FOR RESIDENTS**
 - ↳ <https://www.govtech.com/analytics/Boston-Turns-to-Data-Analytics-to-Track-COVID-19-for-Residents.html>
 - ↳ The city has launched a number of data-enabled digital applications over the past few weeks as a way of keeping residents up to date about the public health crisis occurring throughout the state.
- **HOW ARTIFICIAL INTELLIGENCE IS GOING TO MAKE YOUR ANALYTICS BETTER THAN EVER**
 - ↳ <https://www.securitymagazine.com/articles/92019-how-artificial-intelligence-is-going-to-make-your-analytics-better-than-ever>
 - ↳ According to a recent IHS Market Video Surveillance Installed Base Report, close to 85 million cameras will be installed in North America alone by 2021. It's unrealistic to expect security personnel to monitor and manually search through this vast amount of video. Artificial intelligence (AI) presents a perfect solution to compensate for unmanned environments or those with limited staffing, or the loss of vigilance after looking at a screen too long.
- **GLOBAL HEALTHCARE ANALYTICS MARKET ANALYSIS, TRENDS, AND FORECASTS 2019-2025 - RESEARCHANDMARKETS.COM**
 - ↳ https://www.thedailytimes.com/business/global-healthcare-analytics-market-analysis-trends-and-forecasts-2019-2025---researchandmarkets-com/article_4ad69367-c3b4-5dea-86c4-30aa23806e5a.html
- **PEOPLE ANALYTICS HELP HOME WORKERS AND BUSINESSES ADAPT TO THE NEW NORMAL**
 - ↳ <https://bdaily.co.uk/articles/2020/04/01/people-analytics-help-home-workers-and-businesses-adapt-to-the-new-normal>
 - ↳ Home working has suddenly become a reality for many people who had only ever worked in an office until a few weeks ago. But home working should be seen as more than just a new place to work; it's also an opportunity to work in a more flexible way that benefits both employees and businesses.

→ HOW TO USE TWITTER ANALYTICS TO KEEP YOUR MARKETING MESSAGING ON POINT

↳ <https://www.cmswire.com/digital-marketing/how-to-use-twitter-analytics-to-keep-your-marketing-messaging-on-point/>

↳ Twitter has one of the most straightforward dashboard tools available to social media marketers in the form of Twitter Analytics. With the launch of Media Studio in 2016, Twitter gave brands a single repository to manage all of the associated media used in any of a brand's profiles — whether it's one channel or multiple.

→ WHY USING CONVERSIONS IMPORTED FROM ANALYTICS TO GOOGLE ADS DOES NOT ACTUALLY MAKE SENSE

↳ <https://www.searchenginejournal.com/why-using-conversions-imported-from-analytics-to-google-ads-does-not-actually-make-sense/346036/>

↳ As an alternative to setting up Google Ads conversion tracking, you can import conversions from Google Analytics, such as goals or transactions, and then use it for optimization of your Google Ads campaigns.

→ TAKING A UNIFIED APPROACH TO IOT ANALYTICS

↳ <https://www.iotworldtoday.com/2020/03/31/taking-a-unified-approach-to-iot-analytics/>

↳ Organizations are leveraging the vast amounts of data generated by their IoT devices to inform a wide variety of business decisions. Their success is no small feat: collecting, managing, and analyzing IoT data effectively at scale requires strategic planning, new infrastructure development, governance structures, and often new organizational skill sets rooted in data management and analytics.

→ FOUR WAYS TO BOOST STREAMING ANALYTICS

↳ <https://www.rtinsights.com/four-ways-to-boost-streaming-analytics/>

↳ Potential obstacles to implementing streaming analytics include outdated architectures, limited staff availability, and a lack of skills.

→ TRACKING COVID-19: HUNTING THE VIRUS WITH TECHNOLOGY, AI, AND ANALYTICS

↳ <https://hai.stanford.edu/news/tracking-covid-19-hunting-virus-technology-ai-and-analytics>

↳ Experts offer insights on mapping and forecasting virus cases during Stanford HAI's COVID-19 and AI Conference.

→ USING VOICE ANALYTICS TO MONITOR REMOTE EMPLOYEE WELLNESS

↳ <https://www.benefitnews.com/news/using-voice-analytics-to-monitor-remote-employee-wellness>

↳ Nemesysco, a voice analytics technology company based in Israel, usually offers its product for security and insurance companies and customer service like call centers. But since the outbreak of the coronavirus the company has seen significantly

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increased traction for applying its voice analytics technology to monitor remote employee wellness.

→ **UNPRECEDENTED? WITH DATA ANALYTICS AND SCENARIO PLANNING, THERE'S NO SUCH THING**

↳ <https://www.forbes.com/sites/douglaslaney/2020/04/06/unprecedented-with-data-analytics-and-scenario-planning-theres-no-such-thing/#1527cd7c3121>

↳ Unprecedented. This word we all have been seeing and hearing a great deal lately is intended to encapsulate the enormity of surprise and the magnitude of change the world is undergoing at the moment.

→ **ACHIEVING TRUE PREDICTIVE SECURITY ANALYTICS**

↳ <https://www.bankinfosecurity.com/achieving-true-predictive-security-analytics-a-13878>

↳ True predictive analysis is difficult - and it sometimes takes years of learning and data modeling to get it right, says Derek Manky, chief of security insights and global threat alliances at Fortiguard Labs.