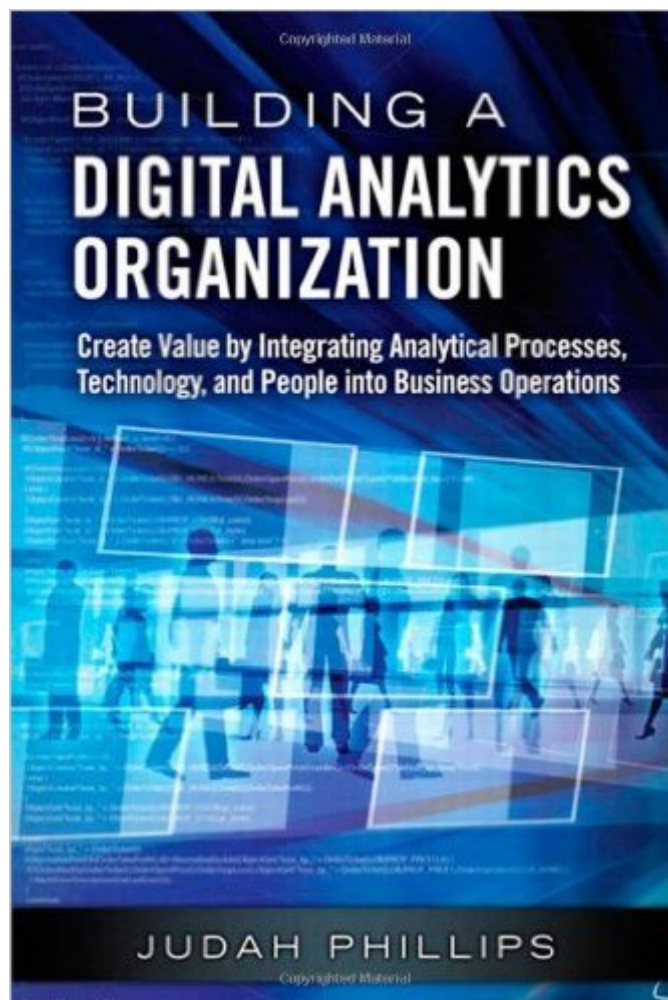


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# Building A Digital Analytics Organization: Create Value By Integrating Analytical Processes, Technology, And People Into Business Operations (FT Press Analytics)





## Synopsis

Generate Maximum Economic Value from Leading-Edge Digital Analytics and Data Science. The complete business practitioner's guide to profiting from analytics on big data. Build a focused, highly effective, cross-functional, process-oriented analytics organization, backed by the right support from other teams, funded by management, and perceived as successful by business stakeholders. Learn and apply best practices for every task when executing digital analysis--from planning and strategy to optimization and demonstrating value creation. Digital analytics can help you grow value in virtually any market or industry in any country. To make the most of it, however, you need to create a highly-effective digital analytics organization--and that's not easy. Self-service reports, relevant dashboards, and other tools and techniques can help. But they're only the beginning. This guide covers all you need to know to build a well-resourced digital analytics team, and then back it with cross-functional support and alignment from IT, marketing, finance, the executive team, and beyond...while successfully applying analytics across the business. You will learn what it means to be "doing analytics": creating analytical processes and managing teams; collecting and governing data; analyzing paid, owned, and earned media; performing competitive and qualitative analyses; testing and optimization; targeting and automating; integrating digital data; using predictive modeling and other data sciences; and much more. Drawing on years as a pioneer in the field, Judah Phillips covers the business management, process, technical, and analytical work required to tell accurate "data stories" that answer crucial business questions.Â

## Book Information

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## Customer Reviews

I originally got to know Judah Phillips through Web Analytics Wednesdays events he organized, and in recent years he's kindly participated on panels I've moderated and has been helpful to my own writing and publishing efforts. I've even partnered with some of the excellent professionals who have worked for him. So while I'm biased as the beneficiary of his wisdom and support, I can also vouch first-hand for the depth and credibility of his advice. In short, in an increasingly hype-filled category, Judah is the real deal, and this makes "Building The Digital Analytics Organization" a book to take seriously. For me the book was useful on three levels. One, it's a foundational text for framing how to come at business analysis and reporting. Specifically, he presents an Analytics Value Chain that reminds us to bookend our analytic efforts per se with a clear set of objectives and actions, an orientation that's sadly missing in many balkanized corporate environments. Two, it's a blueprint for your own organization-building efforts. He really covers the waterfront, from how to approach analysis, to different kinds of analysis you can pursue, to how to organize the function and manage its relationships with other groups that play important supporting roles. For me, Chapter 6, "Defining, Planning, Collecting, and Governing Data in Digital Analytics" is an especially useful section. In it, he presents a very clear, straightforward structure for how you should set up and run these crucial functions. Finally, three, Judah offers a strong point of view on certain decisions.

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