

# Real-Time Analytics

Resources about real-time analytics, which describe the use of data and related resources as soon as the data enters the system, and techniques and technologies used to perform real-time analytics.

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Below we have compiled publicly available sources from around the world that present views on Real-Time Analytics.

## Perspectives on Real-Time Analytics

### Ready to see behavioral analytics in action?

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- **One Single Truth: Combining Your BI and Real-Time Analytics**

While BI and real-time analytics traditionally fall under the general umbrella of “analytics,” they are still developed and delivered differently. The explosion of Big Data, along with the general growth of data around us, generates great new opportunities for businesses to utilize and leverage data.

[Read the article on cooladata.com »](#)

- **The Power of Real-time User Recommendations**

Real-time user recommendations based on behavioral data is an advancement we can all stand behind because it unifies us in our quest to improve business results.

[Read the article on cooladata.com »](#)

- [What Is Real-Time Analytics? searchcrm.techtarget.com](#)
- [6 Best Practices for Real-Time Analytics gartner.com](#)
- [How to Move Analytics to Real-Time blog.memsql.com](#)

## Case Studies

- [Real-Time Analytics at Pinterest engineering.pinterest.com](#)

## Specific Technologies

- [Google Analytics - Analytics Real Time Reporting API developers.google.com](#)
- [Google Analytics - About Real-Time support.google.com](#)
- [Druid - Yahoo Casts Real-Time OLAP Queries with Druid datanami.com](#)
- [OLAP - Building an Infrastructure to Support Real-Time OLAP with Dr John Tunnicliffe sqlbits.com](#)
- [OLAP - Real Time OLAP = TRUE byobi.com](#)

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## Further Reading

- **Mobile Analytics** — Resources about the practice of measuring and analyzing behavior of users accessing websites and apps on mobile devices.
- **eCommerce Analytics** — Resources about tracking and measuring behavior of users in eCommerce websites.
- **Game Analytics** — Resources about tracking and measuring behavior of users playing a game, with the objective of improving game experience or encouraging conversion/upsale.
- **Content and Media Analytics** — Resources about tracking and measuring traffic and user behavior in content, news or media websites.
- **SEO Analytics and Metrics** — Resources about tracking metrics relevant to organic traffic and Search Engine Optimization (SEO), both on-site and off-site.
- **PPC and SEM Analytics and Metrics** — Resources about measuring the performance of Pay Per Click (PPC) campaigns, online campaigns used to direct traffic to websites, and Search Engine Marketing (SEM), the practice of promoting websites by increasing their visibility using paid advertising.
- **Email Analytics and Click Tracking** — Resources about tracking clicks and interactions on bulk emails sent to users, and measuring the effectiveness of email marketing.
- **Social Media Analytics** — Resources about tracking and measuring behavior of users on social media sites, and users arriving to a website from social media channels.
- **Multi-Channel Analytics** — Resources about tracking and measuring behavior of users across multiple online and offline marketing channels.
- **Real-Time Analytics** — Resources about real-time analytics, which describe the use of data and related resources as soon as the data enters the system, and techniques and technologies used to perform real-time analytics.

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