

# BI, Big Data and Personalization

Resources about how BI and big data technology can be used to personalize online experiences for users, in order to optimize conversion and user experience.

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Below we have compiled publicly available sources from around the world that present views on BI, Big Data and Personalization.

## Perspectives on BI, Big Data and Personalization

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- **Solving Big Data BI Problems In Dysfunctional Company Cultures**

The challenge for company tech executives in deploying big data programs in chaotic or dysfunctional organizations is to target potentially problem areas that need to be cleared, with some areas a big priority over others.

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

- [Big Data: A Culmination of BI and Predictive Analysis](#)  
[allerin.com](#)
- [How Is Big Data Changing Digital Marketing?](#)  
[channels.theinnovationenterprise.com](#)
- [Advanced Analytics: The Fastest Growing Segment of the Business Intelligence Market](#)  
[cms-connected.com](#)
- [Productization of Analytics](#)  
[absolutdata.com](#)
- [Beyond Product Recommendations: Big Data's Role in Personalization](#)  
[getelastic.com](#)
- [Can Big Data Analytics Cure the NHS?](#)  
2017  
[www.content-loop.com](#)
- [Profiting from Personalization](#)  
2017  
[www.bcg.com](#)
- [Big Data is About Analytics, Not Big Data](#)  
[clevertap.com](#)
- [Interesting Ways Businesses Use Big Data to Improve Personalization](#)  
[clickz.com](#)
- [Personalization: Just Do It. But Don't Overdo It](#)  
[bigdata-madesimple.com](#)
- [Marketing Collateral: How to Personalize Your Print Campaign with Big Data](#)  
[ironmountain.com](#)
- [Personalized mobile marketing and big data: A marriage in better](#)  
[ibmbigdatahub.com](#)
- [Big Data Can Help You Provide a Personalized Small-Shop Experience](#)  
[marketingprofs.com](#)

## Further Reading

- [BI for Advertising Analytics](#) — Resources about how business intelligence and big data technology is used to analyze, optimize and personalize online advertising.
- [Online Behavioral Analytics](#) — Resources about technology used to analyze event data and extract insights about the behavior of users on websites, mobile and other platforms.
- [Predictive Analytics for Marketing](#) — Resources about how predictive analytics

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technology can help marketers predict user behavior to optimize marketing efforts.

- **Data Visualization for Marketing** — Resources about how data visualization technology can help explore, present and report on marketing data.
- **Marketing Dashboards** — Resources about how online dashboards can help marketers visualize key KPIs for marketing campaigns.
- **Customer Data Platforms** — Resources about customer data platforms, which are technologies that enable central control of customer data, such as profiles, personal information, visitors, email responses, and so on.
- **Marketing Data Integration** — Resources about marketing data integration, a technology used to integrate multiple data sources in order to derive marketing insights.
- **BI, Big Data and Personalization** — Resources about how BI and big data technology can be used to personalize online experiences for users, in order to optimize conversion and user experience.
- **BI and Segmentation** — Resources about how business intelligence technology can help marketers perform more detailed and accurate segmentation of users.

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