

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.

Table of Contents:

- [Perspectives on BI, Big Data and Personalization](#)
- [Further Reading](#)

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

Ready to see behavioral analytics in action?

[Get a Demo >>](#)

- [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

Be the first to get the latest news on analytics



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.

Ready to see behavioral analytics in action?

[Get a Demo >>](#)