

Wiki Site Map

Web Analytics Concepts & Metrics

- **Web Analytics Concepts** — Resources about central concepts used by web analysts to model the behavior of website visitors.
 - **Events in Web Analytics** — Resources about events, which help track specific activities performed by users on a website (such as clicking a button) and record them in web analytics tools.
 - **Conversion Goals** — Resources about conversion goals, which define when a user visiting a website does something that is beneficial to the site owners (a conversion).
 - **Click Analytics and In-Page Analytics** — Resources about in-page analytics - the practice of measuring activities performed by site visitors inside a page, primarily which links or buttons they clicked.
 - **Site Search Analytics** — Resources about site search and site search analytics - the practice of adding an internal search box to a website and tracking the searches performed by users.
 - **Segmentation in Web Analytics** — Resources about segmentation, the practice of dividing visitors to a website into segments (e.g. new vs. returning users) and measuring the behavior of each segment.
 - **Attribution Models in Web Analytics** — Resources about attribution, the practice of determining who was "responsible" for a conversion on a website - which channel or user activities contributed to the user's conversion.
 - **Macro and Micro Conversion** — Resources about types of conversions - macro conversions which are major actions the user takes that are beneficial to a website owner (like signing up), and micro conversion which are minor steps (like clicking a registration button).
- **Web Analytics Practices** — Resources about web analytics practices, such as data quality and accuracy, setup and implementation, dashboard management, and more.
 - **Web Analytics Strategy** — Resources about different strategies and best practices in web analytics and how to build an effective marketing strategy.
 - **Web Analytics Setup and Implementation** — Resources about setting up and implementing web analytics on different platforms.
 - **Web Analytics Dashboards** — Resources about web analytics dashboards, graphical interfaces that provide a visual display of important data that can be encapsulated in a single space.
 - **Data Quality and Accuracy in Web Analytics** — Resources about the quality and accuracy of the data analyzed in web analytics.
 - **Qualitative Analysis in Web Analytics** — Resources about qualitative analysis in web analytics,

BI for Digital Marketing

- **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 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.

Specialized Analytics

- **Mobile Analytics** — Resources about the practice of measuring and analyzing behavior of users accessing websites and apps on mobile devices.
 - **Mobile App Analytics** — Resources about tracking and measuring the behavior of users in a mobile app.
 - **iOS Analytics** — Resources about tracking and measuring the behavior of users in iPhone, iPad and other iOS applications.
 - **Mobile Advertising Analytics** — Resources about tracking and measuring the behavior of users who interact with ads on mobile devices.
 - **Mobile Website Analytics** — Resources about tracking and measuring traffic and user behavior in websites accessed via mobile devices.
 - **Mobile Analytics Metrics** — Resources about metrics used to measure and optimize the behavior of users in a mobile app.
- **eCommerce Analytics** — Resources about tracking and

how qualitative analysis differs from quantitative analysis, and the importance of using both methods in web analysis.

- **Conversion Rate Optimization - CRO** — Resources about conversion rate optimization, which is a structured process aimed at increasing the percentage of website visitors, and eventually turning them into customers.
 - **CRO Methodology and Theory** — Resources about conversion rate optimization best practices, methodology and strategy.
 - **Conversion Funnel Optimization** — Resources about conversion funnels and different techniques to analyze and optimize them.
 - **Landing Page Optimization** — Resources about techniques and best practices to optimize landing pages, including examples of high-converting landing pages.
 - **Homepage CRO and Optimization** — Resources about conversion rate optimization for a homepage.
 - **AB Testing** — Resources about A/B testing, which is the practice of comparing two versions of a web page to see which one performs better.
 - **Website Heat Maps** — Resources about ways to leverage high-fidelity heatmaps to gain true insight into user intent.
 - **Multivariate Testing for Web Conversion** — Resources about performing multivariate testing for web conversion, which is the practice of testing multiple elements of web pages to determine which combination of variations improves conversions.
 - **Shopping Cart Abandonment** — Resources about the common reasons for shopping cart abandonment and useful tips to reduce them.
 - **Conversion Benchmarks and Examples** — Resources about conversion benchmarks, such as high converting websites and average website conversion rate.
- **Web Analytics Metrics** — Resources about metrics and KPIs used in web analytics to measure usage and business performance of websites and web applications.
 - **Visits and Sessions in Web Analytics** — Resources about the visits/sessions metric in web analytics, which measures the number of times a website was visited. A visit comprises one or more pages viewed; one user could be measured more than once.
 - **Visitors, Unique Visitors and Unique Users** — Resources about the visitors/unique visitors/unique users metric in web analytics, which measures the number of people who

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.

Web Analytics & BI Technologies

- **Clickstream Web Analytics Tools** — Resources about web analytics tools for different purposes such as prediction and monitoring of competitor traffic, tracking of web metrics, evaluating visitor behavior, and more.
 - **Enterprise Web Analytics Tools** — Resources about web analytics tools for enterprises (such as Google Analytics 360 Suite, Webtrends, Adobe Analytics), including general information, tutorials, comparisons, and more.
 - **Google Analytics 360 Suite** — Resources about the Google Analytics 360 Suite, a tool that gathers data from customers and uses deep insights to help enterprises measure and improve the impact of marketing.
 - **IBM Tealeaf CX** — Resources about IBM Tealeaf CX, an on-premises, cloud software that uses customer experience solutions to capture visitor interactions on websites and mobile applications.
 - **IBM Unica NetInsight** — Resources about IBM Unica NetInsight, a web

visited a website. Each visitor/user could have visited the website multiple times and viewed multiple pages.

- **New Visitors, Repeat Visitors and Returning Visitors** — Resources about the new/repeat/returning visitors metric in web analytics, which measures how many of a website's visitors are new to the site vs. returning to the site or visiting with a certain frequency.
- **Page Views and Unique Page Views** — Resources about the page views and unique page views metric in web analytics, which measures how many times a page or URL was viewed on a website, in general or by unique users.
- **Time on Site, Session Duration** — Resources about the times on site/session duration metric in web analytics, which measures the amount of time a visitor spent on a website.
- **Page Time Viewed, Page Visibility Time, Page View Duration** — Resources about the page time viewed/page visibility time/page view duration metric in web analytics, which measures the amount of time a visitor spent on a specific page or URL in a website.
- **Average Page Depth, Page Views Per Average Session** — Resources about the average page depth metric, also known as pages per average session, which measures the average number of web pages viewed by a visitor to the website, indicating the level of user engagement.
- **Bounce Rate** — Resources about the bounce rate metric, which measures how many of a website's visitors immediately left the site, an indication of visitor satisfaction with the website or its content.
- **Conversion Rate** — Resources about the conversion rate metric, which measures the percentage of website visitors who performed an action beneficial to the site owners (a conversion). This is an indication of whether the website is meeting its goals.
- **Ad Impressions** — Resources about the ad impressions metric, which measures how many times an ad placed on a website was viewed by potential site visitors (only some of whom actually click the ad and visit the advertising website).
- **Referrers and Social Media Traffic** — Resources about the referrers metric in web analytics, which measures the number of visitors coming to a website via referring sites - other sites that link to the website. A special case of referral traffic is social media traffic - traffic to a website from social media sites like Facebook and Twitter.
- **Direct Traffic in Web Analytics** — Resources about the direct traffic metric in web analytics, which measures the number of visitors entering a website directly by typing the URL or clicking on a bookmark, not via other websites.

analytics application that utilizes an Extract, Transform, Load (ETL)

- [Source and Medium in Web Analytics](#) — Resources about possible source of traffic to a website (referrals from other sites, search traffic, direct, links from emails, etc.) and the source/medium metric in web analytics, which measures how many of a website's visitors came from each source and provides details (such as a specific URL the visitors originated from).

Digital Analytics Community

- [Web Analytics-Related Conferences](#) — Resources about web analytics-related conferences around the world, such as ad:tech, eMetrics, and more.
 - [adtech](#) — Resources on ad:tech, the international event for modern marketing and media.
 - [Advocamp](#) — Resources on Influitive Advocamp - the customer experience, engagement and advocacy event.
 - [ConversionXL](#) — Resources on ConversionXL Live, a growth and optimization event.
 - [eMetrics Summit](#) — Resources on the eMetrics Summit International Marketing Analytics Conferences, which provide marketing professionals with practical, tactical insights on using data to optimize marketing.
 - [Inbound Conference](#) — Resources on HubSpot's Inbound Marketing Conference, which provides keynotes, innovative talks, educational breakouts, hands-on lessons, and networking opportunities for marketing professionals and businesses.
 - [Incite Summit](#) — Resources on the Incite Marketing Summit - East and West - the USA's best brand focused marketing conference.
 - [LunaMetrics](#) — Resources on LunaMetrics' analysis of online data and metrics training events across the United States.
 - [MARTech](#) — Resources on MARTech, the forum for understanding the breath of marketing technologies and how organizations can effectively integrate them into their operations and marketing.
 - [MozCon](#) — Resources on MozCon, the SEO conference hosted by Moz, a leader in SEO and a champion of transparency in the web search industry.
 - [Predictive Analytics Innovation Summit](#) — Resources on the Predictive Analytics Innovation Summit by The Innovation Enterprise, the place to further your understanding of how analytics can move your business forward and learn from some of the best innovators in business.
 - [SearchLove](#) — Resources on the SearchLove SEO Conferences held in multiple countries. SearchLove focuses on SEO current trends and how to improve your company's search standings.
- [methodology to populate a database that can then be queried using a browser-based interface.](#)
- [Webtrends](#) — Resources about Webtrends, a tool that offers a variety of web analytics solutions, which focus on the collection and presentation of user behavior data for websites and mobile device applications.
- [Adobe Analytics - SiteCatalyst or Omniture](#) — Resources about Adobe Analytics, a marketing analytics and reporting platform that includes mobile app analytics, ad hoc analysis, real-time automation, and marketing intelligence.
- [Midrange Web Analytics Tools](#) — Resources about midrange web analytics tools (such as Google Analytics, KISSmetrics, Woopra), including overviews, tutorials, comparisons, and more.
 - [Google Analytics](#) — Resources about Google Analytics, a freemium web analytics service offered by Google that tracks and reports website traffic.
 - [Clicky](#) — Resources about Clicky, a web analytics tool that allows to monitor, analyze, and react to a blog or website's traffic in real time.
 - [GoSquared](#) — Resources about GoSquared, a real-time, user-level analytics tool for sites and apps, that includes people analytics, filtering, events, and eCommerce tracking.
 - [KISSmetrics](#) — Resources about KISSmetrics, a customer analytics platform that provides visualization tools on how users interact with their website, web apps, and mobile products.
 - [Woopra](#) — Resources about Woopra, a real-time web tracking and analysis application used by sales, service and marketing teams.
- [Open Source Web Analytics Tools](#) — Resources about open source web analytics tools (such as AWStats, Open Web Analytics, Piwik), including general information, tutorials, comparisons, and more.
 - [Open Web Analytics](#) — Resources about Open Web Analytics, an open source web analytics platform that tracks and analyzes how people use websites and applications.
 - [AWStats](#) — Resources about AWStats, a tool that generates advanced web, streaming, ftp or mail server statistics, graphically. This log analyzer works as a CGI or from command line and shows all possible information that a log contains.
 - [Piwik](#) — Resources about Piwik, a free and open source web analytics

- **Predictive Analytics World** — Resources on the Predictive Analytics World conference for data science, analytics and machine learning professionals. Conferences are held in the United States and Europe.
- **SXSW Interactive** — Resources on the Interactive Conference at South by SouthWest (SXSW), an annual media, digital and technology festival in Austin, TX, USA.
- **Social Media and Web Analytics Innovation Summit** — Resources on the Enterprise Innovation Social Media & Web Analytics Innovation Summit. A conference linking social media with analytics and how social media customers differ from other web customers.
- **WistiaFest** — Resources on WistiaFest, the video marketing conference hosted by video experts at Wistia.
- **Digital, Content and Email Marketing Conferences** — Resources on conferences for Digital Marketing, Content Marketing, and Email Marketing.
- **BI and Big Data Conferences** — Resources about Business Intelligence and Big Data Conferences. These events provide learning opportunities to make the most of business data by understanding the connection between large data stores and gathering the most significant data for business decisions.
- **Web Analytics Books** — Resources about books on Web Analytics. Web Analytics is a complex task, having the best reference books available provides solid assistance. We've compiled the best authors and titles on analytics in this section.
 - **Web Analytics 2.0** — Resources about Web Analytics 2.0 by Avinash Kaushik, the leading book on understanding and using web analytics.
 - **Advanced Web Metrics with Google Analytics** — Resources about the book Advanced Web Metrics with Google Analytics. Now in its third edition, Brian Clifton provides insight into using Google Analytics effectively.
 - **Ask, Measure, Learn** — Resources on the book Ask, Measure Learn; which guides readers to extract business value from their gathered data by asking the right questions, measuring the right data, and learning from the results.
 - **Lean Analytics** — Resources on the book "Lean Analytics" intended for startups, but with information for any size business on knowing and measuring the metrics that matter.
- **Web Analytics Gurus** — Resources about Web Analytics Gurus, the experts and innovators that lead web analytics forward. We'll showcase influential leaders and their contributions in these pages.
 - **Avinash Kaushik** — Resources about Avinash Kaushik, Google's Analytics and Digital Marketing Evangelist and best selling author of Web Analytics 2.0. Kaushik is recognized as authority on web analytics and renowned for his common sense approach to digital marketing.
 - **Annie Cushing** — Resources about Annie Cushing, an SEO and analytics consultant, and the Chief Data Officer for Digital

application that runs on a PHP/MySQL webserver. It tracks

Marketing firm Outspoken Media. Annie is one of the most trusted experts on Google Analytics and a popular speaker/blogger about all things data.

- **Gary Angel** — Resources about Gary Angel, founder of Digital Mortar and former principal in the Advisory Digital Analytics Center at Ernst & Young, LLP. He is widely considered one of the leaders in digital measurement.
 - **Joost de Valk** — Resources about Joost de Valk, creator of the popular Yoast SEO engine and the Yoast SEO WordPress plugin.
 - **Luke Hay** — Resources about Luke Hay, Analytics and UX (User Experience) Manager at Fresh Egg, and Trainer/Consultant in Google Analytics and UX design. He is the author of *Researching UX: Analytics: Understanding is the Heart of Great UX*.
 - **Pamela Pavliscak** — Resources on Pamela Pavliscak, founder of Change Sciences, a UX research and strategy firm. She writes and speaks on designing for happiness, methods to create online experiences with connection and a positive impact on the user.
- online visits to one or more websites and displays reports on these visits for analysis.
- **Webalizer** — Resources about Webalizer, a web log analysis software that generates analysis data in and usage reports in HTML format.
- **Product and App Analytics Tools** — Resources about general product analytics and analytics of mobile applications, including tools, best practices, and more.
 - **MixPanel** — Resources about MixPanel, a business analytics service that tracks user interactions with web and mobile applications, and provides tools for targeted communication with them.
 - **Chartbeat** — Resources about Chartbeat, a content intelligence and analytics tool for publishers that measures reader engagement and provides data insights for building audience loyalty.
 - **deltaDNA** — Resources about deltaDNA, a company that develops and markets an analytics and marketing platform for games that are primarily in the free-to-play market, and offers consultation services for game developers and publishers
 - **Interana** — Resources about Interana, an event-based analytics solution designed to answer critical business questions about how customers behave and how products are used.
 - **Amplitude** — Resources about Amplitude, a product analytics platform for web and mobile that provides approachable analytics, cross-platform tracking, user behavior insights, and scalability.
 - **Google Analytics 360 for Product Analytics** — Resources about the Google Analytics 360 Suite, a tool that gathers data from customers and uses deep insights to help enterprises measure and improve the impact of marketing.
 - **Customer Experience, Session Recording and Website Heat Map Tools** — Resources about customer experience management, heat map, and session recording tools, used for improving and personalizing customer interaction and for gaining insight into how customers interact with websites (for example, by analyzing clicks/scrolls or recording visitor sessions).
 - **ClickTale** — Resources about ClickTale, a cloud-based digital customer experience and customer analytics platform providing an experience center, path analytics, conversion analytics, and more.
 - **CrazyEgg** — Resources about CrazyEgg, an online application that provides visualization and tracking tools such as a heatmap, scroll map, overlay, and more.
 - **HotJar** — Resources about HotJar, an all-in-one analytics and feedback platform that provides heatmaps, visitor recordings, conversion funnels, form analytics, and more.
 - **Inspectlet** — Resources about Inspectlet, a

- platform including heatmap visualization, session recording, form analytics, and more.
- **Lucky Orange** — Resources about Lucky Orange, a set of tools including dynamic heatmaps, live chat software, conversion funnels, and more.
 - **Mouseflow** — Resources about Mouseflow, a session replay and heatmap tool that shows how visitors click, move, scroll, browse, and pay attention on websites.
 - **Seevolution** — Resources about Seevolution, a real-time website analytics web service that shows a heatmap of a website, detailing visitor clicks, mouse moves, and scrolls.
 - **SessionCam** — Resources about SessionCam, a visual web analytics tool that allows recording and playing back any website activity whenever a visitor interacts with the site.
- **AB Testing and Conversion Optimization Tools** — Resources about Conversion Rate Optimization (CRO) tools and A/B testing tools, including comparisons, best practices, and more.
 - **Adobe Target** — Resources about Adobe Target, a cloud software tool that allows users to personalize content and marketing, without a need for coding and setup of A/B testing.
 - **Google Content Experiments** — Resources about Google Content Experiments, a tool that can be used to create A/B tests from inside Google Analytics.
 - **Instapage** — Resources about Instapage, a service that allows building of landing pages for online marketing and promotion campaigns. It provides A/B testing, multiple campaign management, easy page building, and more.
 - **Optimizely** — Resources about Optimizely, a tool that offers a range of website analytics services for A/B and multivariate testing purposes.
 - **Unbounce** — Resources about Unbounce, a tool used to drive paid traffic and conversion rates for specific landing pages.
 - **Visual Website Optimizer - VWO** — Resources about Visual Website Optimizer (VWO), a market leading optimization tool that allows marketers, product managers, and analysts to create A/B tests and geo-behavioral targeting campaigns.
 - **BI Tools and Technologies** — Resources about business intelligence tools and technologies like data science platforms, BI visualization tools and general BI tools.
 - **Data Science Platforms** — Resources about the purpose and the importance of a data science platform for businesses, including examples of various platforms like Continuum Analytics, Adatao and more.
 - **Arimo - Adatao** — Resources about Arimo (formerly known as Adatao), a company that offers an interface that enables business users, data

scientists, developers, and data engineers to collaborate and present insights from big data.

- **Algorithmia** — Resources about Algorithmia, a company that provides a marketplace that enables algorithm developer to explore, create, and share algorithms as a web services.
- **Context Relevant** — Resources about Context Relevant, a big data analytics startup that sells on-premises software, cloud services, and professional service solutions to help businesses accelerate analysis and actionable insight.
- **Continuum Analytics** — Resources about Continuum Analytics, the creator and driving force behind Anaconda, the leading Open Data Science platform powered by Python.
- **Dataiku** — Resources about Dataiku, a company that develops collaborative data science software marketed for big data.
- **Domino Data Lab** — Resources about Domino Data Lab, a company that provides data science teams with best practice knowledge management, reproducibility, rapid development and deployment of models.
- **Mode Analytics** — Resources about Mode Analytics, a cloud service that data analysts can use to query and visualize data.
- **Plotly** — Resources about Plotly, a service for creating and sharing data visualizations that also offers statistical analysis tools and a robust API with the ability to graph custom functions and a built-in Python shell.
- **Nutonian** — Resources about Nutonian, a data mining software package. It offers Eureqa Desktop, a technology solution that uncovers the intrinsic relationships hidden within complex data in oil and gas, life sciences, and retail industries.
- **Yhat** — Resources about Yhat, a cloud solution that allows users to embed predictive models written in Python and R into various software applications.
- **BI Tools** — Resources about platforms and software designed to retrieve, analyze, transform and report data for business intelligence.
 - **Free and Open Source BI Tools** — Resources about Open Source BI Tools including comparisons of different tools and vendors.
 - **Amazon QuickSight** — Resources about Amazon QuickSight, a cloud-powered business analytics service that allows

to build visualizations, perform ad-hoc analysis, and get business insights from data.

- **Arcadia** — Resources about Arcadia, a visual analytics and BI platform for Big Data native to Hadoop.
- **AtScale** — Resources about AtScale, a company that provides an access layer on top of Hadoop and enables it to be used directly as a data warehouse.
- **Birst** — Resources about Birst, a cloud-based business intelligence (BI) and analytics solution that automatically unifies and refines data across the enterprise.
- **Domo** — Resources about Domo, a self-service business intelligence and executive management tool that provides data management solutions, and also offers CRM and reporting services.
- **GoodData** — Resources about GoodData, a business intelligence and big data analytics platform that enables enterprises to create business applications, automate, recommend, and take business actions.
- **IBM Cognos Analytics** — Resources about IBM Cognos Analytics, a business intelligence (BI) and performance management software.
- **Kyvos Insights** — Resources about Kyvos Insights, a big data analytics solution that uses patent pending OLAP on Hadoop technology.
- **Microsoft Power BI** — Resources about Microsoft Power BI, a business analytics service that provides interactive visualizations with self-service business intelligence capabilities, where end users can create reports and dashboards by themselves.
- **Oracle BI** — Resources about Oracle BI, a portfolio of technology and applications that provides integrated, end-to-end enterprise performance management system.
- **Pentaho** — Resources about Pentaho, a business intelligence (BI) software company that offers a suite of open source products which provide data integration, OLAP services, reporting, dashboarding, data mining and ETL capabilities.
- **Platfora - Acquired by Workday** — Resources about Platfora, a big data analytics company that was acquired by Workday on August 2016. The firm's software works with the open-source software framework

Apache Hadoop to assist with data analysis, data visualization, and sharing.

- [Salesforce Wave Analytics](#) — Resources about Wave Analytics, a cloud-based data platform as well as a data-analysis front end, designed to analyze not just Salesforce sales, service, and marketing data, but also any third-party app data, desktop data, or public data.
- [SAP BusinessObjects](#) — Resources about SAP BusinessObjects, a suite of front-end applications that allow business users to view, sort and analyze business intelligence data.
- [SAS Business Intelligence](#) — Resources about SAS Business Intelligence, a set of BI tools that provide visualization, analytics, reporting, mobile BI, and more.
- [Sisense](#) — Resources about Sisense, a BI software solution that simplifies data preparation and interactive visualization.
- [Phocas](#) — Resources about Phocas, a governed BI software with an HTML5/Javascript presentation layer, Microsoft.NET business logic layer and Microsoft SQL Server database layer.
- [BI Visualization Tools](#) — Resources about BI tools that include data visualization capabilities. Data visualization describes the practice of placing data in a visual context to help people understand it, using anything from charts to infographics, dashboards, heatmaps, and more.
 - [Dashboard Tools](#) — Resources about business intelligence dashboard tools, a data visualization tools that displays the current status of metrics and key performance indicators (KPIs) for an enterprise.
 - [Chartio](#) — Resources about Chartio, a business intelligence tool that allows business users to explore their business data in real time. The tool's drag-and-drop interface writes queries or allows users to write and share SQL queries.
 - [Datorama](#) — Resources about Datorama, a marketing analytics company wick provides marketing integration engine for enterprises, agencies, publishers, and platforms.
 - [Google Cloud Datalab](#) — Resources about Google Cloud Datalab, a powerful interactive tool created to explore, analyze, transform and visualize data and build machine learning models on Google Cloud Platform.
 - [Looker Analytics](#) — Resources about

Looker, a business intelligence software and big data analytics platform that allows to explore, analyze and share real-time business analytics.

- **Qlik** — Resources about Qlik, a set of business intelligence and data visualization solutions, which include Qlik Sense, a self-service data visualization app, Qlik View, a guided analytics solution for discovering deeper analytics, and more.
- **Roambi** — Resources about Roambi (acquired by SAP), a data visualization platform for mobile users that allows to publish reports, charts, and dashboards that can be shared on teams' mobile devices.
- **Sisense - BI Visualization Tools** — Resources about Sisense, a BI software solution that simplifies data preparation and interactive visualization.
- **Tableau** — Resources about Tableau, a business intelligence software that helps people see and understand their data.
- **Zoomdata** — Resources about Zoomdata, a big data analytics and visualization tool that provides embedded analytics, fast visualization analytics, and more.
- **Mode Analytics - BI Visualization Tools** — Resources about Mode Analytics, a cloud service that data analysts can use to query and visualize data.