

Web Analytics and BI Technologies

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Resources about tools and technologies that help organizations measure, analyze and manage traffic to digital resources.

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

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

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