

6 best practices for market research and digital agency data analytics

1. Blending of data sources



4. Sharing commenting and alerts



2. Whitelabeled pixel perfect report



5. Keep charts and infographics up to date

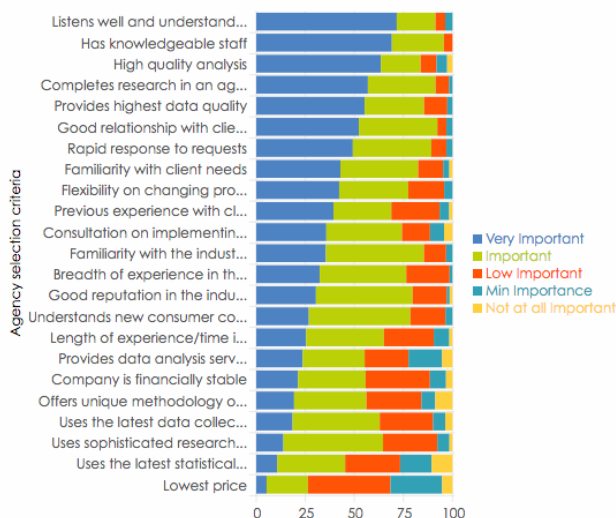
3. Analytics delivery process



6. Custom portal and apps for brands

Requirements of digital and market research agency customers

Recent surveys* show what agency customers are looking for. Cloud agile BI with build-in analytics distribution process fits into their requirements.



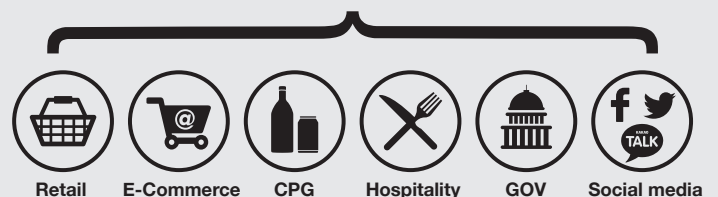
*Source GreenBook.org

Data insights driven marketing & market research trend

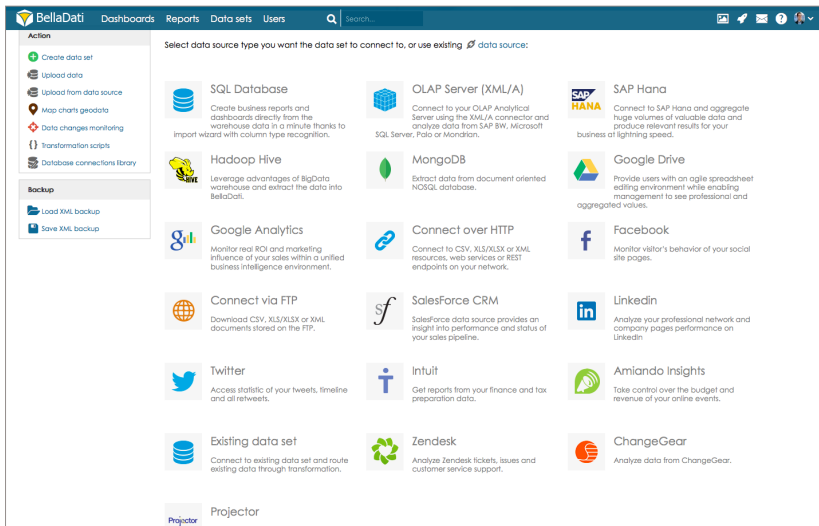
Agencies, who will provide their genuine data analytics service build on top of customizable agile cloud BI platform can help brands get data driven with:

- Consumer insights drilled from big datasets
- Customer value, lifetime and churn KPIs
- Social network for business data analytics tool
- Beyond click through rates or dummy social funds

Brands will get on time interactive reporting in



and others



1. Blending of data sources

Most agencies keep data in silos like Oracle, MySQL and then use “middle man tool” to export specific data. Later data are plotted into the unsustainable Excel. You can fix it with following best practices:

- Connects directly to source DB without SQL knowledge
- Or to “middle man DB access system” (eliminates IT dept. restrictions)
- Connect to social networks with pre-build connectors (Facebook, Twitter, Linked-in, KakaoTalk, WeChat etc.)
- Or build questionnaires apps (iPhone, Android,web) to harvest data directly into data warehouse

2. Whitelabeled pixel perfect report

Each customer requires branded report, that can be easily customized. Report should have only few buttons, filters, drill-downs. Just like in the Excel. Your solution should include:

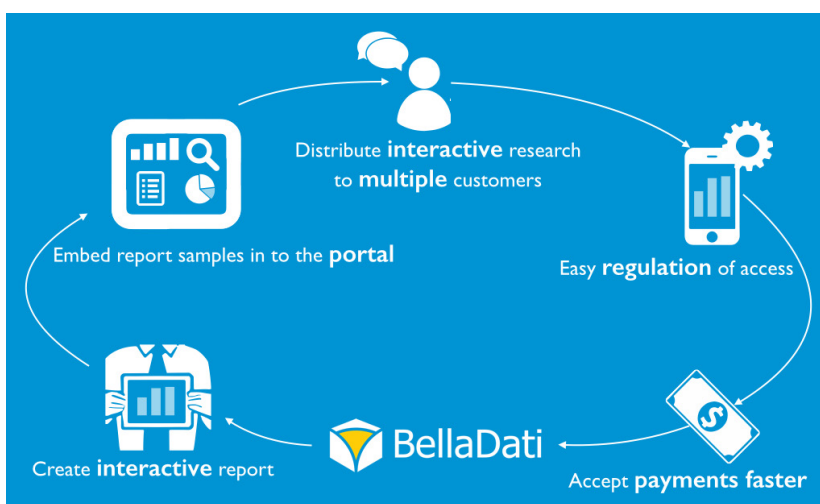
- Time machine feature (to maintain multiple versions of report)
- Client or you can move forth and back in versions before final approval
- Built-in info-graphics editor
- Control over branding via CSS and design features



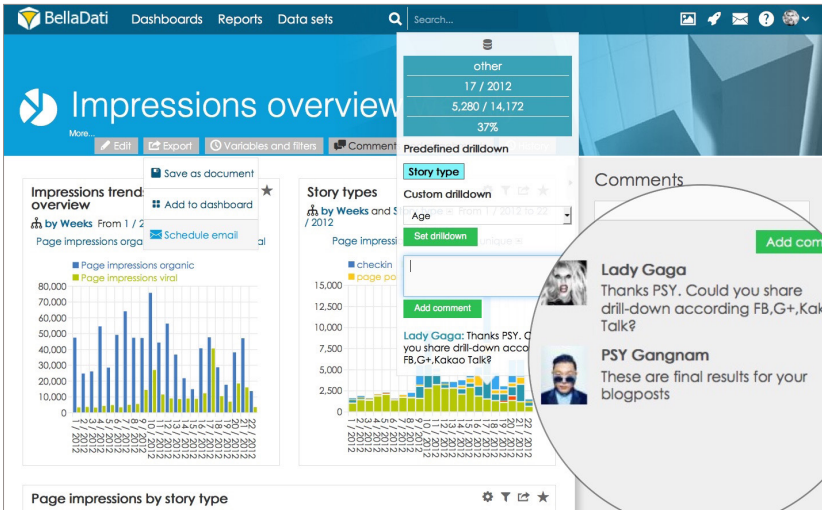
3. Analytics delivery process

Let's say we created report for car dealerships in regards of car brand sales. So one report interesting for multiple brands. You could save tons of time, if you distribute it with restricted access to specific KPIs. You need:

- Custom login for each customer
- Interactive web reports
- Specify which KPIs should be seen by selected users
- Or create copy from the report (save it as an template to save time next time)
- Share it to customers instantly (without deploying it to sharing server)
- Automatic sharing of reports (generated PDF or link generated every Monday etc.)
- Custom e-mail message



60% faster report sharing with a client



4. Rapid response time to request

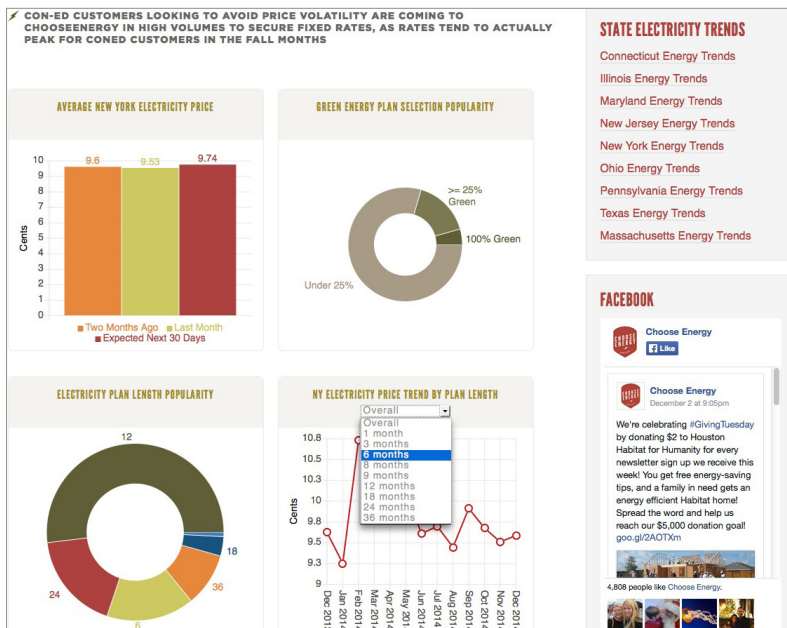
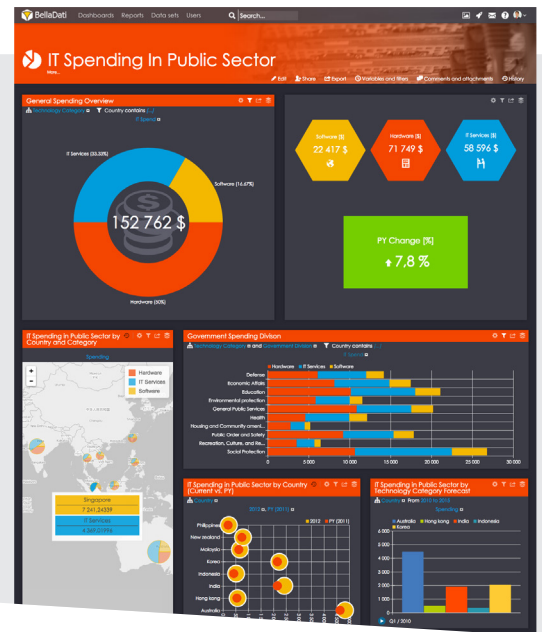
This is highly ranked indicator for agency customers (89% respondents marked it as critical). Secured social network for business data analysis between agency and customer can improve the response time significantly through:

- Alerts and Web report (no deployment to sharing server)
- Comments to report, charts by agency/customer in FacebookStyle
- Attachments associated with report data downloadable from report
- Report templates and instant copies of reports for faster development

5. Keep charts and infographics up to date

Your charts, tables, infographics deserve to have live connection to data. ETL process provides automatically data for report components. It includes:

- Visualizations, tables connected to combined live data sources
- Charts or info-graphics shows always data for specified time
- Save and reuse calculated formulas/data cleaning scripts
- Templates with tags and build in search engine (meta data)
- Playable moving charts connected to real time data











6. Custom portal and apps for brands (SDK/API used)

With little coding agency can build custom app to collect data or analytics portal for customers. See how Chooseenergy.com did it using these BellaDati features:

- copy paste live charts into your web portal (easy one)
- call BI platform filters, drill-down via REST API to build custom app
- BI SDK that includes charting library
- BI SDK that support iOS, Android

*Source <https://www.chooseenergy.com/blog/state-charts/new-york-empowerment-report/>

BellaDati is Agile BI, Pure Web Application, Complete BI Solution for agencies

-  **1** Agile BI. **Pure** web-tech. **Complete** BI.
-  **2** **Cloud & On-premise** version
-  **3** **Social network** for business data discovery
-  **4** Reports are **created** **realtime** not developed
-  **5** **Unstructured and structured data** analysis
-  **6** Industry Analytic **Apps** & 100+ data **connectors**
-  **7** Native **Mobile BI app** for iOS & Android
-  **8** **Data analytics platform** SDK & APIs

Hundreds of innovative companies worldwide are using BellaDati Agency Analytics

“ 8 reports in no time.
What a great process.
You guys rock! ”

John Tough
VP of Business Development & Operations
ChooseEnergy

CHOOSE ENERGY

Helps businesses and residents compare rates, plan terms through their actionable energy intelligence service.

They use BellaDati Agile BI and BellaDati SDK/API platform.

Trusted by



RICOH



PROTEL



and 100 others ...

Contact us for exclusive live demo and try BellaDati trial.