Web Intelligence Information Session

November 19, 2008
The webinar will begin at 11:30 am PST
Please use this time to answer the poll questions.
Microphones are not required
This session is being recorded

- Recording available within 24 hours
- [https://uci.webex.com](https://uci.webex.com)
- Select Training Center
- Click on Recorded Sessions
- Recording will be available for 7 days
Webinar Objectives

• Discuss Web Analytics
  – What is it; Career options; Industry trends
• Discuss Web Intelligence
  – What is it; Career options; Industry trends
• Provide a case study bridging WA and WI
• Discuss educational options via UC Irvine Extension and UBC, Continuing Studies
Educational Partners

• UC Irvine Extension
  Nancy Salzman, Assistant Director
  949-824-5524; nsalzman@uci.edu

• UBC, Continuing Studies
  Raquel Collins, Senior Program Leader
  604-822-8666; raquel.collins@ubc.ca

• Web Analytics Association (WAA)
Panelist-Jim Humphrys

- Co-Chair WAA Research Committee
- Leads web analytics initiatives at W.L. Gore & Associates
- Member of Gore’s Enterprise Marketing Leadership team
Panelist-Bernie Jeltema

- Business intelligence and data warehousing consultant/coach
- Founder, President and Principal Consultant of Strategic Frameworks
- UCI Extension instructor since 1994 and designer of UCI Extension’s BIDW special studies award program courses and WI courses
Panelist-Shaina Boone

• Marketing Science Director at Critical Mass

• Responsible for global management of marketing science line of business

• WAA member active on WAA Standards Committee

• Graduate of UBC Web Analytics program and completing UCI Extension-UBC WI certificate program
Jim Humphrys
Defining “Web Analytics”

Web Analytics is the measurement, collection, analysis and reporting of Internet data for the purposes of understanding and optimizing Web usage.
The Web is a measurable medium

- How people arrive at a website
- How they navigate a website
- How they find information on a website
- How they value website content
- How they respond to alternative offers
- How they react to email or search marketing
- How they interact with the online buying process
- How they manage online self service
- Etc...
Time Spent on Web Analytics

- 76%-100%
- 51%-75%
- 26%-50%
- 0%-25%

% Time Spent on Web Analytics vs % Respondents
Web Analyst Task Ranking

Primary tasks

- Report Creation
- Analysis, Recommendations, Action
- Defining WA Requirements
- Communication w Data Consumers
- Education
- AB/MVT
- Data Integration
- Vendor, Resource Planning
- Advanced Statistical Modeling
Non Analytics Tasks (Top 10)

- Web Site Strategist
- Project Manager
- Business Analyst
- Online Marketing-Advertising
- Online Marketing - SEO
- On-Site Testing
- Online Marketing-SEM/paid search
- Marketing Communications
- Data Mining
- Online Marketing-email Marketing

Legend: Red = Routinely, Purple = Occasionally
Compensation and Experience

**2007 Total Compensation by Web Analytics Experience**

- Less than 2 years
- 3 years
- 4-5 years
- More than 5 years

**2007 Total Compensation by Overall Experience**

- Less than 8 years
- 9 to 12 years
- 13 to 20 years
- More than 20 years

Key:
- 25th %
- Median
- 75th %
Bernie Jeltema

Web Intelligence

The Business Intelligence Industry

The Value of Linking WA and WI together

WI/BI Career Opportunities
What is Web Intelligence?

- WI = WA + BI
- Web Intelligence = Web Analytics + Business Intelligence
Business Intelligence

Business Intelligence is the process of extracting your organization’s raw data, cleaning and integrating it, and analyzing it for useful insights to improve business processes.
How BI Works

**Data:** Centralize data from multiple sources into a data warehouse

**Insight:** BI tools analyze the data to help understand the business better

**Action:** Act on the insight provided by BI tools by reallocating resources for business processes

Source: MicroStrategy
A Web Intelligent BI Data Warehouse (BI/DW)

Source Systems
- Enterprise Applications
- Web Analytics
- External Databases
- Desktop Databases

Operational Databases

Staging Area

Enterprise Data Warehouse (EDW)

Business Process BI Analytics
- Sales & Marketing
- Product Management
- Finance
- Processes TBD
BI/DW Mantra

“A single version of the truth.”
Growth in BI Market

Source: OLAP Report

Worldwide total OLAP market

$'bn


Source: The OLAP Report

www.olapreport.com
BI – A Career Opportunity

- BI is now mainstream, not a fad
- Many business and IT professionals now in BI
- BI foundation for new trends – Customer Relationship Management (CRM), Supply Chain Management (SCM), Master Data Management (MDM), Web Analytics (WA)
- BI is “just now heating up”
- “Getting data out is where all the action is”

Source: Adapted from Wayne Eckerson, TDWI
Web Analytics System

Requirements

- Segment visitors and customers based on a variety of criteria
- Aggregate and summarize data to observe patterns more easily
- Integrate site centric data with other data sources to get a holistic view of the customer

Source: Neil Mason, ClickZ Newsletter, April 18, 2006
Linking WA and BI

- “Whilst some Web analytic systems do some of these things quite well, as a rule they tend to fall short on one or more of these attributes.
- “Other tools, such as classical Business Intelligence systems…can probably execute these tasks better than the majority of Web analytic systems once the data are in the right format.
- “The rub: getting the data into the right format.”
- The BI answer: dimensional databases, ETL, and BI tools for analysis

Source: Neil Mason, ClickZ Newsletter, April 18, 2006
Web Analytics’ Need for BI

• “As the needs of an organisation move beyond the requirement to simply report on Web data and be able to integrate it and analyse it in different ways, the differences between various systems … become greater.”

• These insights from Mason illustrate the growing role of Web Intelligence in Web Analytics initiatives.

Source: Neil Mason, ClickZ Newsletter, April 18, 2006
How BI Works

A. Discover relationships among data points
B. Online analysis of transactional data
C. View and manipulate data via multiple report formats
D. Receive information on scheduled or event driven basis via web, wireless, or voice device

Source: MicroStrategy
A Career in WI/BI/DW?

- New, different from operational systems
- Various challenging specialties
- Ongoing, a series of integrated projects
- Intimate knowledge of the organization data and business rules is valued
- Staying power
- High value and visibility enterprise-wide
Business Intelligence / Data Warehouse

Key Project Roles

• Business Analyst
• Data Architect / Dimensional Modeler
• ETL Architect / ETL Developer
• BI Architect / Application Designer
Analyst Career Path

Career Path

• Bachelor of Fine Arts degree (photography) (1998 – the dawn of the internet offered new opportunities)
• Six years as a Front-end Programmer and Tech Project Manager, developed 30+ websites fortune 50+ (agency 4yrs, non-profit 2yrs)
• Started as Analyst now Marketing Science Director (5yrs)
Analyst Career Path

Making the transition (couldn’t have done it as quickly without the WAA)

• Post dot com bust, freelance work at non-profit (2003) resulted in “ownership of WebTrends” and full-time job
• Analytics was ideal fit for brain and personality type so began transition
• WAA and Eric Peterson became lifeline for information
• Started in first UBC program class fall 2005 and completed courses Feb 2007 – made transition from non-profit back to agency
• Completed DW/BI UC Irvine course March 2008
• One class to go for certification
Analyst Career Path

My strengths

- Complex systems design and model creation
- Strategy
- Technology & programming
- Process and socialization – building a culture for measurement
- Observational & analytical aptitude
- Communication & management skills
Analyst Career Path

My weaknesses

- Never got proper basic statistics training – problematic
- Rapid transition to management role – never got enough time to be a Jr. Analyst or have a mentor so Excel skills need work
- MBA courses could help with running the business
Analyst Career Path

Current role

• Marketing Science Director at Critical Mass

Responsibilities

• Co-leading (with Christopher Berry in Toronto) all Marketing Science efforts for Critical Mass globally (Calgary, Chicago, Toronto, NY, London, Amsterdam)
• Budget, resourcing, new biz, management
• Currently team of 10 for company of 400
Analyst Career Path

Relevant work

- Program development, measurement strategy, implementation and analysis for:
  - SUPERVALU (15 brands – Albertsons, Jewel, ACME, etc., all channels)
  - Pampers global (57 websites, all channels)
  - adidas global (distributed content, all channels)

- All of which require goal alignment, measurement strategy, WA + (desperately need) DW/BI
Analyst Career Path

**Hiring**

- The “right hardware” (capacity to learn anything + desire to analyze everything)
  - Mix of two of the three:
    - Business/Marketing/Strategy
    - Statistics
    - Technology
  - Frequently seen degrees (psychology, economics, marketing, journalism, engineering, finance, technology)
- Attitude
  - Entrepreneurial spirit
  - Sense of humour
  - Everything can be improved

- Tools experience is **least** important – software can be learned
UCI/UBC WI Program Expectations

• Provide a working understanding of:
  – Web Analytics
  – Data Warehousing concepts
  – Web Intelligence/Business Intelligence
  – Prepare students to make strategic decisions based on analyses of data gleaned from website usage and corporate databases
UBC/UCI Courses

UBC Web Analytics: (required courses)

- Intro to Web Analytics
- Web Analytics for Site Optimization
- Creating and Managing the Analytic Bus Culture
- Measuring Mktg Campaigns Online

UCI Web Intelligence: (electives to be chosen from)

- Bus Intelligence/Data Warehousing
- Designing Dimensional Models
- Managing Bus Process Improvement Projects
- Problem Solving and Decision Making
- Mngmt, Leadership and Team Building in the Project & Program Environment
Contact Information

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• UBC, Continuing Studies
  Raquel Collins, Senior Program Leader
  604-822-8666; raquel.collins@ubc.ca
  www.tech.ubc.ca
How Do I Get Started?

• Winter courses start January 2009
• Registration now available via website
• Any questions? We’re always available to assist you