

Activate Your Data with Operational Analytics and Reverse ETL

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With a background in data analytics, financial planning and analysis, and economics, Joe Granick has focused on optimized decision making by leveraging statistics, mathematics, and machine learning.

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Cheap compute-storage-enabled cloud data warehouses allow organizations to aggregate disparate data into actionable reports for strategic purposes. But centralizing data in warehouses forces operations teams to wade through scattered tools for relevant information.

If analytics leaders want to achieve the vision of data-driven decision making at all levels, they must focus on activating operational data with operational analytics.