

4 Things you can do with your data tomorrow morning, to make your CMO happy.

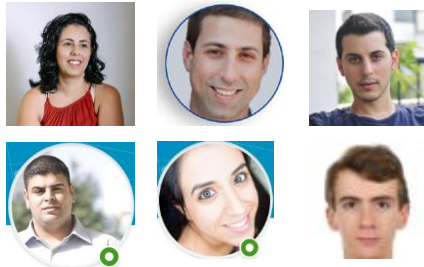
even if you don't have a working BI operation



Ido Shichor

About

knowlogy
Your Data Team



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INNERACTIVE



SaaS B2B



Gaming



The Common Pains

Executives:

“We don’t know what is going on...”

“**We don’t trust our reports.**”

“We don’t know our user value and ROI”



Everybody:

“It takes our R&D or BI team too long to deliver requirements for additional data or reports.”

Analysts:

“We can’t work because our queries are not running, and we don’t have all of the data we need.”

Marketing :

“I don’t have the overall picture on my marketing activity.”

“I keep re-editing and doing over my reports in Excel.”

“Our revenue attribution doesn’t make any sense.”

“We don’t know or can’t drill down important KPI’s such as customer LTV and ROAS.”

“Our analysts aren’t able provide the required analyses.”

Product:

“We don’t know how users are using our platform and our AB tests don’t work.”

Blog

<https://iknowlogy.com/8-signs-that-your-company-needs-a-dwh/>



8 SIGNS THAT YOUR COMPANY NEEDS TO RETHINK ITS BI

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The core component of a proper BI operation is the Data Warehouse (DWH). It is the environment on top of which automatically updating reports and dashboards can be built and analysts can work on to answer business questions.

[READ MORE »](#)

Common Mistake #1

Analytics tools are not BI tools.



Google Analytics



Common Mistake #2

Connecting dashboard tools directly to source systems.



Common Mistake #3

**BI and data best practices -
Who needs them...?**



What Are We Trying to Achieve?



1. **Marketing**
 - Campaigns optimization and monitoring
 - Return on ad spend (ROAS)
2. **Sales**
 - Customer acquisition funnel
 - Sales pipeline
3. **Customer lifetime**
 - LTV
 - Retention
 - Engagement
4. **Revenue**
 - Attribution
 - Segmentation

The Technical Architecture

Data Sources

Marketing Data:
Spend on marketing

Users data:
CRM / Prod DB / Events

Revenue Data:
Billing / Orders / Sales

Marketing Attribution Data:
Visits / Installs / Events

ETL



DWH



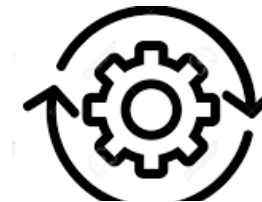
Data Solutions



Dashboards 
+tableau



Analysis



Automation



BI Modeling

<https://iknowlogy.com/building-a-custom-bi-data-model-for-marketing-campaigns-analysis/>



BUILDING A CUSTOM BI DATA MODEL FOR MARKETING CAMPAIGNS ANALYSIS

Ido Shichor

Growing online companies need to build internal data solutions for their marketing analysis, reporting and optimization. This is our best-practice.

Thanks!

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Questions??