





The Bastardization of Analytics



TAD MARTIN STATS

- ★ Co-founder and CEO of Collective[i]™
- ★ Former COO of Overstock.com
- ★ Metrics-driven English major
- ★ Frequently cycles 100 miles for fun





STEPHEN MESSER STATS

- ★ Chairman for the Council for Accountable Advertising
- ★ Founder and Former CEO of Linkshare Corporation
- ★ Co-founder and Vice Chairman of Collective[i]TM



COLIN GILLIS

STATS

- ★ **Technology Analyst & Director of Research at BGC Partners**
- ★ **Former Managing Director of Brigantine Advisors**
- ★ **Studied electrical engineering**
- ★ **Loves to ski**





VS



Reporting is a diagnostic tool that tells us what happened.

Analytics tell us *WHY* things happened, enabling us to make optimal and realistic decisions about the future based on existing data.

Reporting

in Baseball

- Player at bat: Johnny Doe
- Batting average: .208
- Strikeouts: 96
- RBI: 51
- On base percentage: .310
- Runs: 49
- Homeruns: 6

Pitcher's intuition:

Take a chance. Johnny looks like a decent but unexceptional hitter.

@tadmartin

Analytics

in Baseball

Johnny Doe still has a .208 batting average

BUT!

...against a lefthanded pitcher

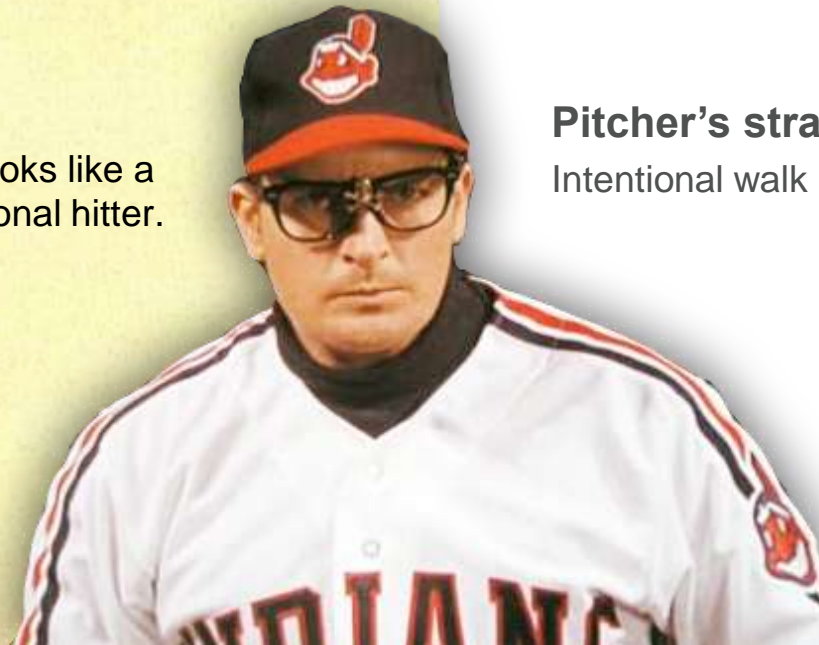
...in sub 80 degree weather

...against American League teams

Johnny Doe bats .407

Pitcher's strategic solution:

Intentional walk



Reporting Tools Often Mislabeled as Analytics

Website
analytics

Media Mix
Modeling

Attribution

Email reporting

Social media
monitoring

Search engine
marketing reports



It's your call.
Send in your questions now.

LET'S GO *Analytics*

A Fun Analytic Insight:

**A major airline saved \$40,000 in
one year by eliminating one olive
from each salad in first class.**

**FOX
NEWS**
channel

75
YEARS
GOYA

LINCOLN
StateLincoln.com

HOSPITAL
FOR
SPECIAL
SURGERY



*Mets Official
Hospital*

SHARP

AQUOS™

sharpusa.com

ARPIELLE
EQUIPMENT CO.
ARPEQUIPMENT.COM

LET'S GO *Analytics*

A Fun Analytic Insight:

A national grocer wanted to eliminate its worst selling cheese – until they found out the cheese brought in the highest value customers.

FOX
NEWS
channel

75
YEARS
GOYA

LINCOLN
StateLincoln.com

HOSPITAL
FOR
SPECIAL
SURGERY



*Mets Official
Hospital*

SHARP

AQUOS™

sharpusa.com

ARPIELLE
EQUIPMENT CO.
ARPEQUIPMENT.COM

LET'S GO *Analytics*

A Fun Analytic Insight:

A credit card company discovered that reducing minimum payments extended indebtedness, generating \$25 million in additional interest.

FOX
NEWS
channel

75
YEARS
GOYA

LINCOLN
StateLincoln.com

HOSPITAL
FOR
SPECIAL
SURGERY



Mets Official
Hospital

SHARP

AQUOS

sharpusa.com

ARPIELLE
EQUIPMENT CO.
RPLEQUIPMENT.COM

LET'S GO *Analytics*

A Fun Analytic Insight:

Strawberry Pop-Tarts increase in sales – seven times their normal sales rate – ahead of a hurricane.

FOX
NEWS
channel

75
YEARS
GOYA

LINCOLN
StateLincoln.com

HOSPITAL
FOR
SPECIAL
SURGERY



*Mets Official
Hospital*

SHARP

AQUOS™

sharpusa.com

ARPIELLE
EQUIPMENT CO.
ARPEQUIPMENT.COM

LET'S GO *Analytics*

A Fun Analytic Insight:

Between 5pm and 7pm, customers tend to co-purchase beer and diapers.

FOX
NEWS
channel

75
YEARS
GOYA

LINCOLN
StateLincoln.com

HOSPITAL
FOR
SPECIAL
SURGERY



*Mets Official
Hospital*

SHARP

AQUOS™

sharpusa.com

ARPIELLE
EQUIPMENT CO.
RPLEQUIPMENT.COM

For more insight into how analytics are changing the game, follow [@tadmartin](#) on Twitter.



Collective[i][™] is a first-of-its-kind cloud-based business intelligence platform designed to help marketers analyze all of their data in one place, enabling them to answer their most important business questions.

Request Demo: info@collectivei.com

www.collectivei.com

[@tadmartin](#)





THANK YOU!