Optilytics Data

What to Watch: Effective Business Analytics

Data is the most important ingredient in your business success. Whether you are looking to understand a historical analysis, marketplace conditions or a predictive forecast – data helps formulate smart decisions for business.

Some of the most popular business analytics for which our clients have found success are:

- Growth Rate: Measures the growth of your business during a specific measure of time. This helps businesses understand revenue growth year-over-year and helps predict revenue forecast.
- Category Development Index: Measures the overall category index of your business. This helps with understanding where your industry sits and helps forecast supply and demand.
- Conversion Rate: This measures the number of visitors to your website and the number of visitors that are purchasing.
- Revenue Market Share: Measures your business revenue share in relation to that of the overall market.
- Customer Lifetime Value (CLV): The ultimate measure of your customer base and their potential to remain loyal to your business overtime.

Contact Optilytics Data to understand how these and other metrics can be helpful to your business. For further case studies and business uses download our playbook.