Use Cases and Outlooks for Automatic Analytics

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Why Automate?

- Save time from manual analysis
- Observe changes humans would miss
- Enable instant taking of action

Current challenges:
- Choosing information to present out of hundreds of KPIs and metrics
- Explaining why changes occur, preferably in natural language

Use Cases

- **Automated Customer Insights** (“Your Core Audience’s Preferences have Changed...”)
- **eCommerce** (“Sales increased / decreased...”)
- **Triggers** (“Your campaign profitability dropped to negative”)
- Etc. (100s of use cases)

Guidelines

- **Specific**
- **Measurable**
- **Appropriate**
- **Realistic**
- **Timely**

Automatic Analytics Tools and Tricks

![Figure 1: Quid Engage. The Tool Automatically Generates Fluent Reports from Google Analytics Data.](image1)

![Figure 2: Screenshot from Google Analytics Android App, Showing the Functionality of Asking Questions From the Analytics System.](image2)

![Figure 3: TestScores, the Automatic Quality Score Monitoring Tool.](image3)

![Figure 4: Test's Marketplace Insights Automatically Delivered to Inbox.](image4)

Literature on (Automatic) Analytics


Risks of Automation

- Opportunistic recommendations (e.g., “Increase bids” by Google)
- Lack of deep (human) thinking (determining ‘X’, aka ‘Why?’)
- Spam problem (recommendations become like promotional offers)