

Analytics 101

The Importance of Data Literacy
Sprinklr Analytics Features
Best Practices

Why this matters

and why we need to make this a priority.

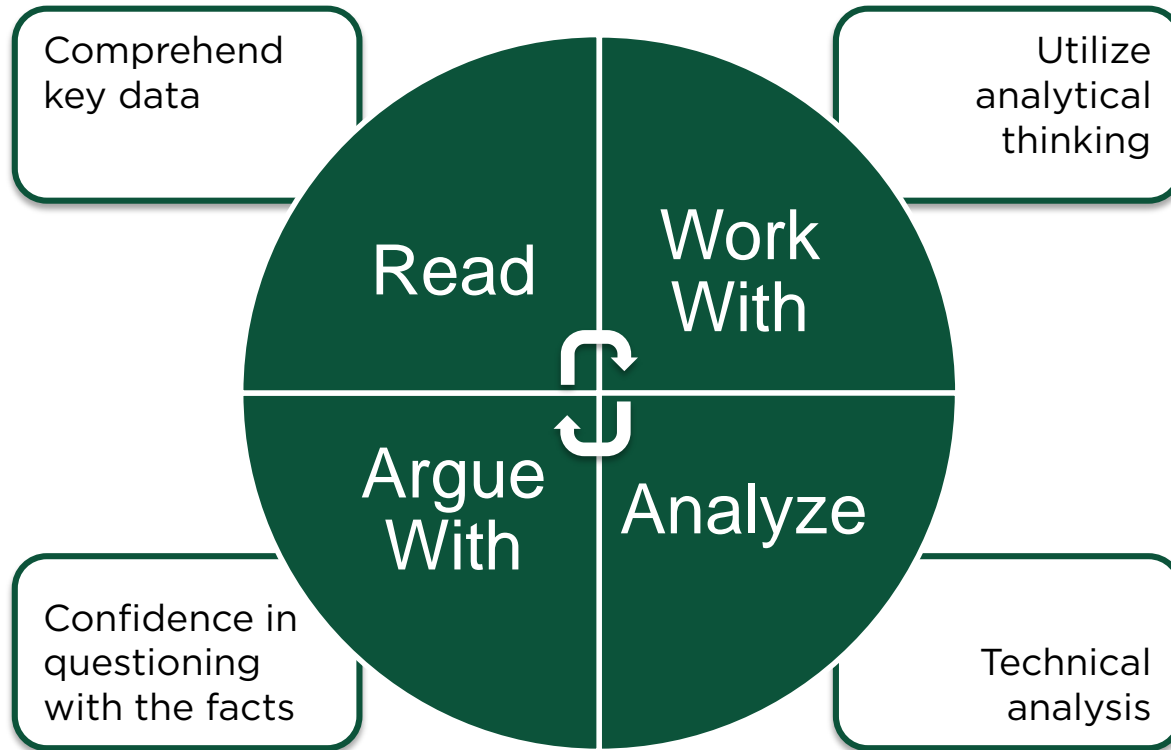
Only 24% of business decision makers, from junior managers to the C-suite, feel fully confident in their ability to read, work with, analyze and argue with data.

Building data literacy increases the likelihood of teams looking for opportunities to improve business.

What is Data Literacy?

What is Data Literacy?

The ability to derive meaningful information from data.



Understanding Data

What is data?

Data: Facts or information that can be used for reporting, calculations, planning or analysis

Every 60 Seconds...

216,000 Instagram Posts

277,000 Tweets

72 Hours of Footage
to Youtube

204,000,000 Emails

What is unstructured data?

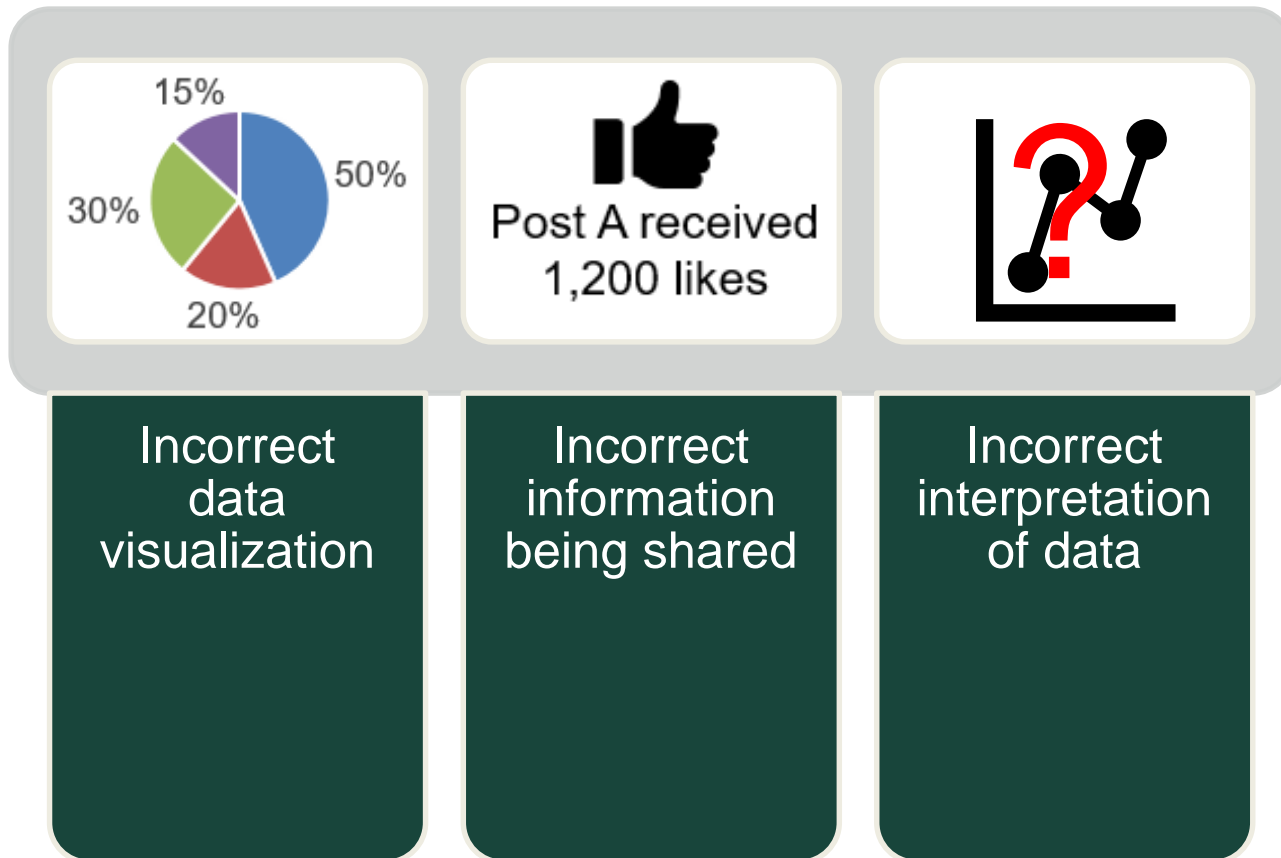
Unstructured Data: Data that does not have structure to its set up. Analysis of unstructured data allows us to find sentiment trends, feelings towards services, etc.

Unstructured Data

- Social Media
- E-mail
- Videos
- Websites

Why is this important to know?

Lack of understanding can lead to:



Sprinklr dashboard examples



Best Practices

Validate your data



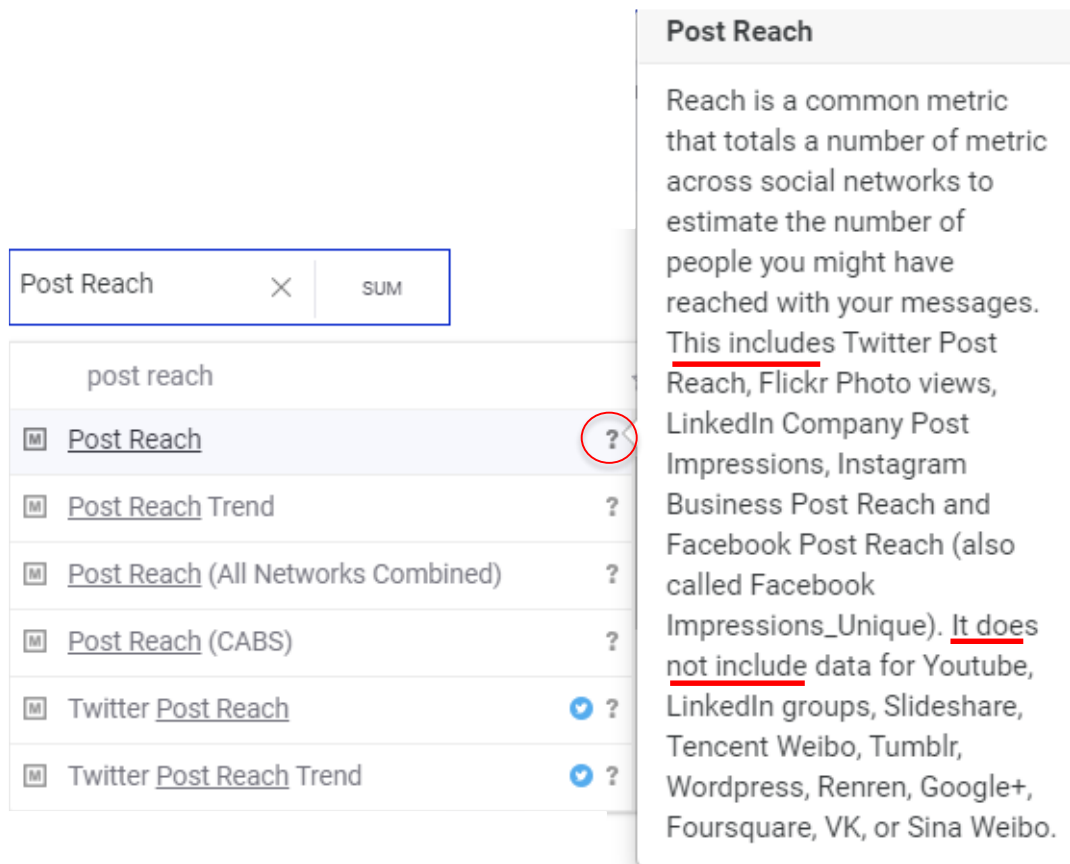
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sprinklr

The Sprinklr logo, featuring a colorful abstract icon above the word "sprinklr" in a lowercase, sans-serif font.

Know your metric definitions

Reach - number of users who have come across a particular piece of content on a social platform



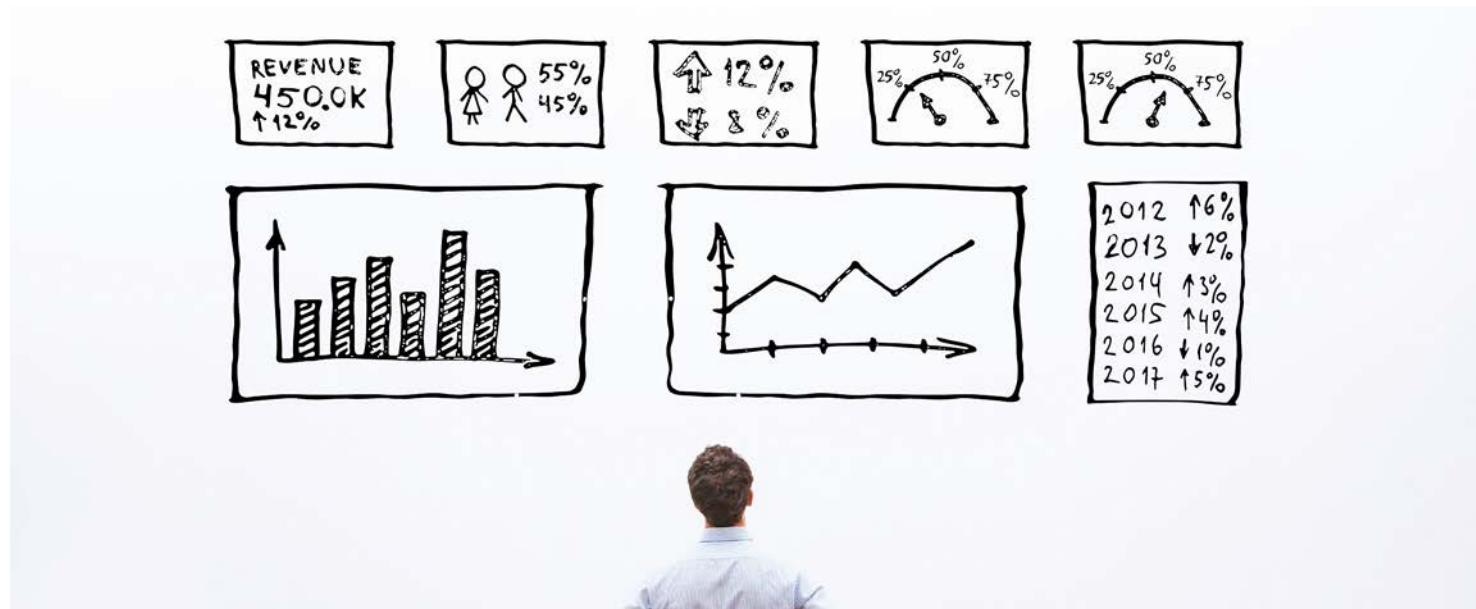
The image shows a search interface for a dashboard. At the top, a search bar contains the text 'Post Reach' and a 'SUM' button. Below the search bar, a dropdown menu lists several options:

- post reach
- Post Reach** (highlighted, with a red circle around the question mark icon)
- Post Reach Trend
- Post Reach (All Networks Combined)
- Post Reach (CABS)
- Twitter Post Reach
- Twitter Post Reach Trend

To the right of the dropdown menu, a tooltip titled 'Post Reach' provides a detailed definition:

Reach is a common metric that totals a number of metric across social networks to estimate the number of people you might have reached with your messages. This includes Twitter Post Reach, Flickr Photo views, LinkedIn Company Post Impressions, Instagram Business Post Reach and Facebook Post Reach (also called Facebook Impressions_Unique). It does not include data for Youtube, LinkedIn groups, Slideshare, Tencent Weibo, Tumblr, Wordpress, Renren, Google+, Foursquare, VK, or Sina Weibo.

Be intentional with success metrics



Thank You