



## Retrospective of Data & Analytics in 2022

What just happened? It feels like just yesterday I was sharing 2022's top trends in data and analytics. Now here we are, getting ready for 2023 and all its promise (and a lot of uncertainty, too). But don't worry. We will be right here - walkin' the walk with you and providing expert-led advice on all things data and analytics.

Before we jump into 2023, let's take a step back and review the top five topics that commanded your (and your peers') attention this year.

-- Tracey Doyle, Analytics8 CMO

### It's Not Magic - It's Strategy

Someone great (Lee Bolman) once said, "A vision without a strategy remains an illusion." There is no magic trick here—and no surprise that two of the top five blogs read in 2022 center around data strategy. An updated [7 Elements of a Data Strategy](#) takes you through the framework of a successful strategy, and [Data Strategy Assessment Template](#) walks you through the Analytics8 approach.

[Learn More](#)

### Your Data Won't Manage Itself (Not This Year, at Least)

Two other top blogs of 2022 centered around data management—which is also no surprise considering it's a critical component of data strategy. Your peers wanted to know the difference between [A Data Dictionary vs Data Catalog vs Business Glossary](#). Yes, there is a difference.

They also wanted to know [What is dbt and What Can it Do for My Data Pipeline](#). Let me just tell you—it's a transformative experience!

[Learn More](#)

### Analytics... Isn't Just Analytics. It's a Bit More Involved Than That

The most read blog in 2022 was [What are the Four Types of Analytics and How Do You Use Them?](#) Modern analytics include descriptive analytics, diagnostic analytics, predictive analytics, and prescriptive analytics. Knowing which one to use, when to use it, and why—well that depends on your current analytical maturity, and your future goals.

[Learn More](#)



*As You Think Ahead to 2023....*

Stay tuned for something exciting coming in January! We will send more details about our upcoming live stream panel soon. Here's what I can share now: Our experts (plus a special guest) will discuss the top 2023 data and analytics trends- all things that will keep you ahead of the curve next year.



[Check out recent issues of The Insider](#)