



# THE INSIDER

## Simplifying the Chaos with Knowledge

You may have already heard, but just in case you haven't — [we have a new look](#). But enough about us — this newsletter is about how you can simplify your day-to-day!

There is so much information out there on technologies and different approaches and solutions to problems you may be experiencing. To make this less overwhelming — this month, we break down the tech updates [and data privacy regulations] you should know about — and we also introduce you to an easier way to understand your customers.



**Tracey Doyle**

Analytics8 CMO

*the latest data and analytics tech updates*

Snowflake  
Databricks  
dbt  
BigQuery  
Looker  
Qlik  
Tableau  
Power BI

## The Data Analytics Technology Updates You Need to Know About

We've scoured through all the super detailed product release notes from [Snowflake](#), [Databricks](#), [dbt](#), [BigQuery](#), [Looker](#), [Qlik](#), [Tableau](#), [Power BI](#), and even the latest in [state data privacy regulations](#) so you don't have to. We've distilled the most important updates you need to know about, how they can make a difference in your day-to-day work, and how you can put them to use right away. We also included upcoming networking events and learning opportunities for the tech you use.

[Get recent tech updates](#)

Understanding  
RFM Segmentation

How to Target High-  
Value Customers  
When it Matters Most

RFM (recency, frequency, and monetary value) segmentation might be a simple solution to a complicated problem experienced across industries — here are three examples of how:

1. RFM segmentation is an [approach that enables organizations](#) to identify high-value customers and trends in customer purchasing behaviors.
2. RFM segmentation stands out because it relies on data that organizations already have, it can be established and implemented quickly, and it is customizable to meet business needs.
3. Customization can involve adjusting the measurement of one of the three keys of the model or incorporating additional factors, such as loyalty program status, proximity to location, or purchase history.

RFM segmentation is an opportunity to gain valuable insights into your customers, improve your marketing and merchandising strategies, and stand out in today's market. [Learn more](#) about this powerful approach.

[Learn more about RFM](#)



## RFM Segmentation in Action: One Client's Success Story

We recently helped Driven Brands — the largest automotive services company in North America — [improve their data and analytics capabilities](#), centralize their data handling, and modernize their data platform. After developing a data strategy roadmap, we implemented a cloud-based platform that delivers important insights to the executive team.

But one of the coolest things we worked on was performing RFM customer segmentation on a new e-commerce site. This simple solution — using data they already had — provides better visibility into user behaviors, giving the sales and marketing teams insights they need to make more strategic decisions.

[Read about our client's success with RFM](#)

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