



 Analytics8

THE INSIDER

Guiding You Beyond the Noise

Change is a constant, especially in the world of data and technology. We're here to guide you through the evolving landscape, ensuring you stay informed, inspired, and always ahead of the curve.

This month, we're delivering key tech updates, talking Generative AI, and getting real about where advancements in technology have landed us.

Let's dive in!



Tracey Doyle

Analytics8 CMO

The Data Analytics Tech Updates You Need to Know About

Our team combed through the intricate release notes of industry giants like [Snowflake](#), [Databricks](#), [dbt](#), [BigQuery](#), [Looker](#), [Qlik](#), [Tableau](#), [Power BI](#), [Sigma](#), and even the latest in [state data privacy regulations](#) — and synthesized all the crucial advancements for you.

For each tool, we've highlighted their significance in your routine tasks and provided tips to harness them immediately. We also curated a list of networking events and training sessions you might find worthwhile.

Important Data Analytics Tech Updates



data dialogues

Monthly LinkedIn Live

August Event

Practical Use Cases for Generative AI

August 24 @ 9:30 AM CT

[Register Now](#)

Tony Dahlager
Managing Director

Kevin Lobo
Managing Director

August Data Dialogues: Practical Uses Cases for Generative AI

Join Kevin Lobo and Tony Dahlager on LinkedIn on August 24th at 9:30 AM CT as they discuss real-world data analytics opportunities with Generative AI.

In this 30-minute session, they will discuss:

- How to translate Generative AI capabilities into business benefits

- Examples of integrating Generative AI into your data team's workflow
- Technologies that power Generative AI

Register to learn about Generative AI



Tech Isn't the Answer to Your Data Management Problems

All too often, organizations are stranded with tech that isn't delivering value because they prioritized tech before people and processes.

Experts [Natalie Greenwood](#) and [Tony Dahlager](#) shared their thoughts about the dangerous tech-first mentality in our industry:

- **[A data lake and a data warehouse are concepts, not technologies](#)**

While technologies like Snowflake, Databricks, Google BigQuery, Microsoft Fabric, and AWS Redshift simplify the concept of data lakes and data warehouses, the architecture's essence remains critical.

Tony observes, "The elegant simplicity and power of these technologies have ironically increased data issues for analytics teams." With more data not necessarily translating to better information, a balanced modern data architecture is vital.

"Buying a modern data platform doesn't mean you magically acquire a modern data architecture."

- **[MDM tech is only a data governance tool, not a data governance solution](#)**

Natalie states, "Master Data Management utilizes IT to help businesses govern, manage, use, and share their data — BUT

technology alone is not a silver bullet."

To successfully implement MDM, you actually need:

- **Stakeholder buy-in** for unified business functionality and data consistency.
- A **process focus** to optimize functionality and data consistency.
- A **strong governance framework**, setting clear roles, responsibilities, and processes for sustained data management outcomes.

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