



# THE INSIDER

## Data-Inspired Transformation

It's an exhilarating time to be in data and analytics, and we're here to guide you through this data-inspired era. Before we delve into what's coming in 2024 and how to prepare, let's pause to reflect on the top three topics that captured your and your peers' attention this year.

Ready to dive in?



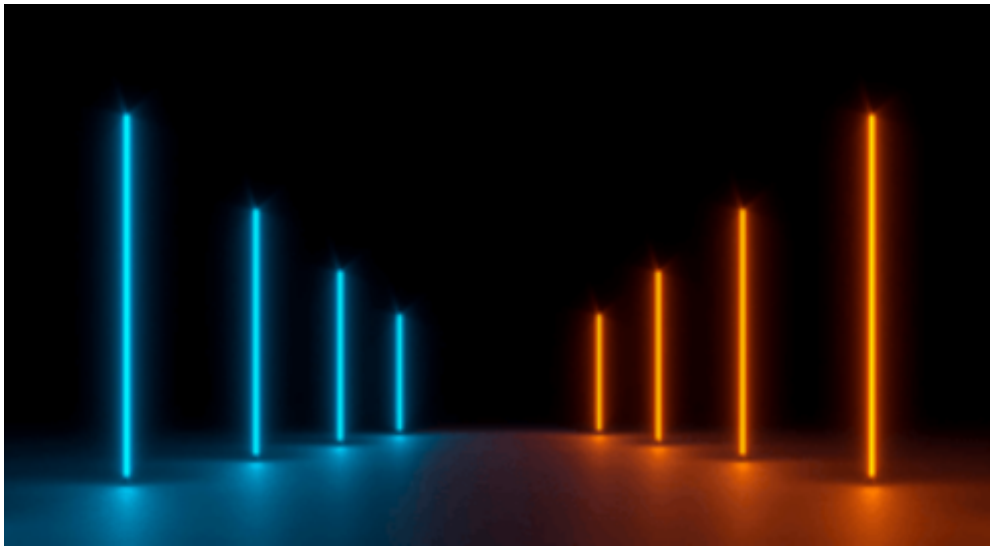
**Tracey Doyle**

Analytics8 CMO

## Essential Reads for Data-Savvy Pros: Top 3 Blogs of the Year

In 2023, our readers gravitated toward three key themes in data and analytics: efficiency, strategic alignment, and innovation. In case you missed them, here are the most read Analytics8 articles of 2023!

1. **Streamlining Data Transformation:** "What is dbt and What Can It Do for My Data Pipeline?" - This popular blog dives into how dbt revolutionizes data pipeline efficiency. [Explore Here](#)
2. **Making Data Strategy Actionable:** "How to Develop Your Data Strategy Roadmap in 5 Steps" - Understand how to align data strategy with business goals, a crucial step toward effective data initiatives. [Read More](#)
3. **Exploring Generative AI:** "4 Use Cases for Generative AI" - Learn about practical applications of Generative AI in data analytics, including best practices and considerations. [Discover Insights](#)



## Getting Ready for a Data-Inspired 2024: Key Trends to Watch

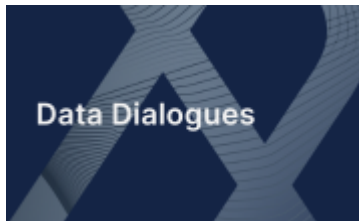
Our experts break down the two key trends they believe will shape the data and analytics space in 2024. Early adopters of these concepts will have more potential than ever to outpace their competition and be industry innovators.

- **[Integrating Generative AI into the Data Strategy:](#)** It's not just a trend; it's the future. Learn how to strategically integrate Generative AI into your business operations to stay competitive. Get insights into identifying optimal use cases, enabling teams through training, managing

costs, and the importance of starting R&D in cloud platforms.

- **The Need for Modern Data Contracts:** Move beyond traditional methods and discover how modern data contracts can streamline your data sharing and usage for better, more accurate outcomes. Understand the role of data contracts in supporting distributed data frameworks like data mesh, and the necessity of developing clear standards and change controls for these contracts.

Ready to leap into the next year?



## Live Event Series with our Experts: Data Dialogues

In 2023, we launched our LinkedIn Live series, [Data Dialogues](#), where each month, different front-line data experts discussed topics like data trends, technology updates, and data strategy tips. We really liked being able to directly engage with our audience and answer their questions in real-time!

View our [Data Dialogues channel](#), and stay tuned for our early 2024 Data Dialogues schedule!

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