




Magento **Live**

Australia | 2016



Data-Driven Commerce: Analytics Strategy for Growing Merchants



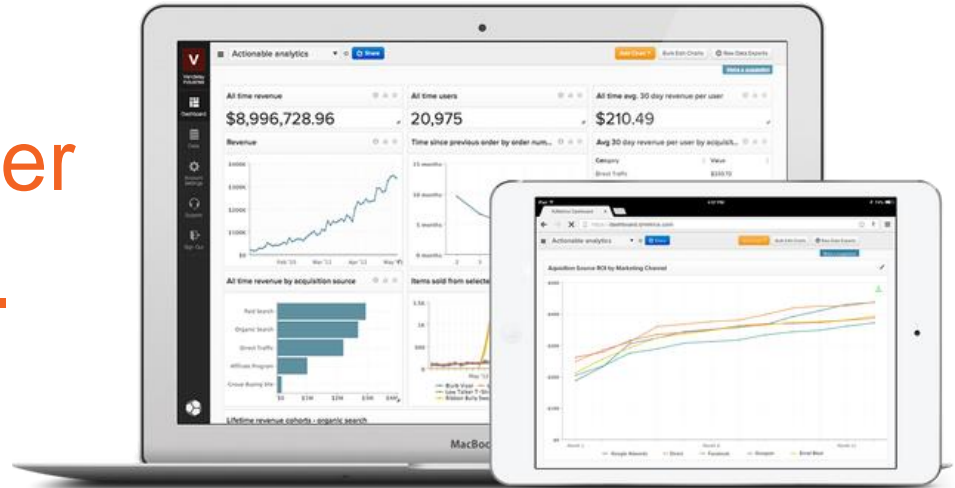
Robert J Moore

Head of Magento Analytics

 *@robertjmoore*

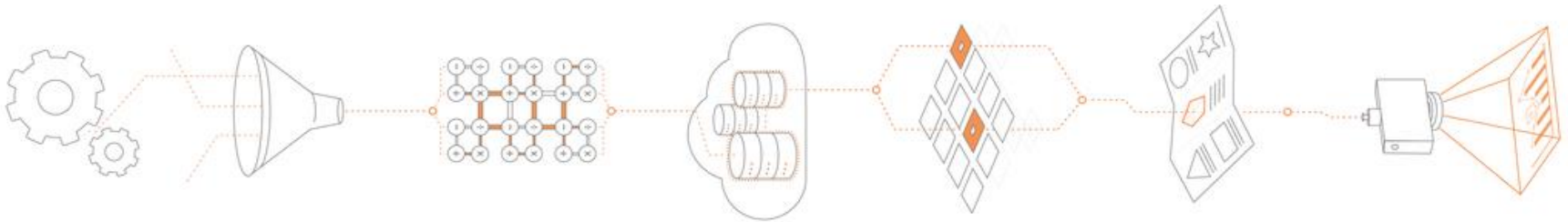
Magento Analytics

Our mission is to
inspire and empower
data-driven people.



Platform Overview

- Step 1** Connect, consolidate & transform your data.
- Step 2** Visualize, analyze and get deep and **actionable** insights into your business' data.
- Step 3** Create ad-hoc analysis & automate your reporting process: transform the way you make business decisions and collaborate across teams.

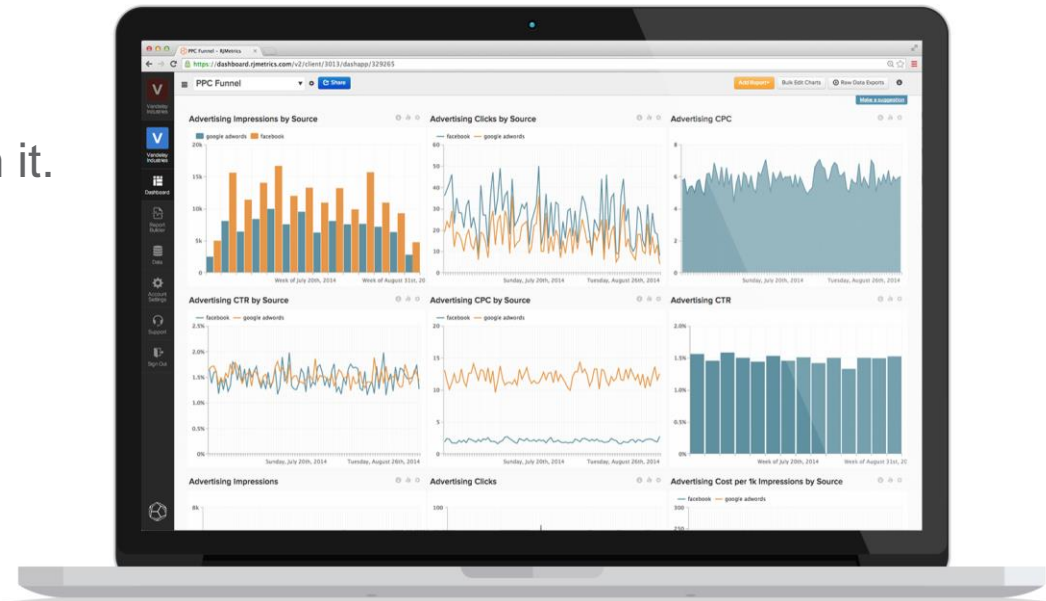


One Interface to Rule Them All

Data infrastructure & dash-boarding in one platform

Our state-of-the-art visualization interface allows each user to take control of their data and learn from it.

- ✓ Create custom metrics without formal analytical training
- ✓ Empower your whole team to be data-driven without any of the technical headaches
- ✓ Perform advanced analyses like customer lifetime value and cohort analysis with ease



Out-of-the-Box Magento Analytics Dashboards

- ✓ Marketing ROI
- ✓ Customer Lifetime Value
- ✓ Customer Segmentation
- ✓ Executive and Investor KPIs
- ✓ Cohort Analysis
- ✓ Merchandising Analysis

We then work with each client to customize their accounts to their own needs, and train them up to build on the foundation they have.

Introducing Our Panelists



Alexandra Mills

Lux Group, CEO of Product



Armin Nehzat

Nestlé Australia, Digital Delivery Lead

Today's Conversation



Alexandra Mills



Armin Nehzat

- **Key Data Sources**
- **The Analysis Tools Landscape**
- **Building Data-Driven Organizations**
- **The Future of Analytics**

Learn More & Get in Touch

Visit ***rjmetrics.com*** to schedule your demo