

# SONIC ANALYTICS

MONTH OF SEPTEMBER 2019 NEWSLETTER

## ARTIFICIAL INTELLIGENCE 101



This **Digital Content Package** is the first step in preparing your business to move towards using Artificial Intelligence.

We all have plenty of data in our businesses, but most of us are not using A.I. to maximize the value of the data. Learn how 3 different business, started using A.I. to massively increase their success.

#### 4 PROVEN STRATEGIES TO TRANSFORM YOUR BUSINESS WITH A.I

- **Course I:** My History with Artificial Intelligence
- **Course II:** Clean Data Habits
- **Course III:** How to Automate a Process
- **Course IV:** Customer Behavior Influencers

#### Bonus Materials:

- Enrolled in a monthly newsletter
- Receive Tips on getting A.I ready
- Access to **"Optimizing MS Excel for Analytics"** webinar
- Digital copy of the best selling analytics book: Putting Your Data to Work
- Special offer on attending the **"Moving your Business towards Artificial Intelligence"** Workshop

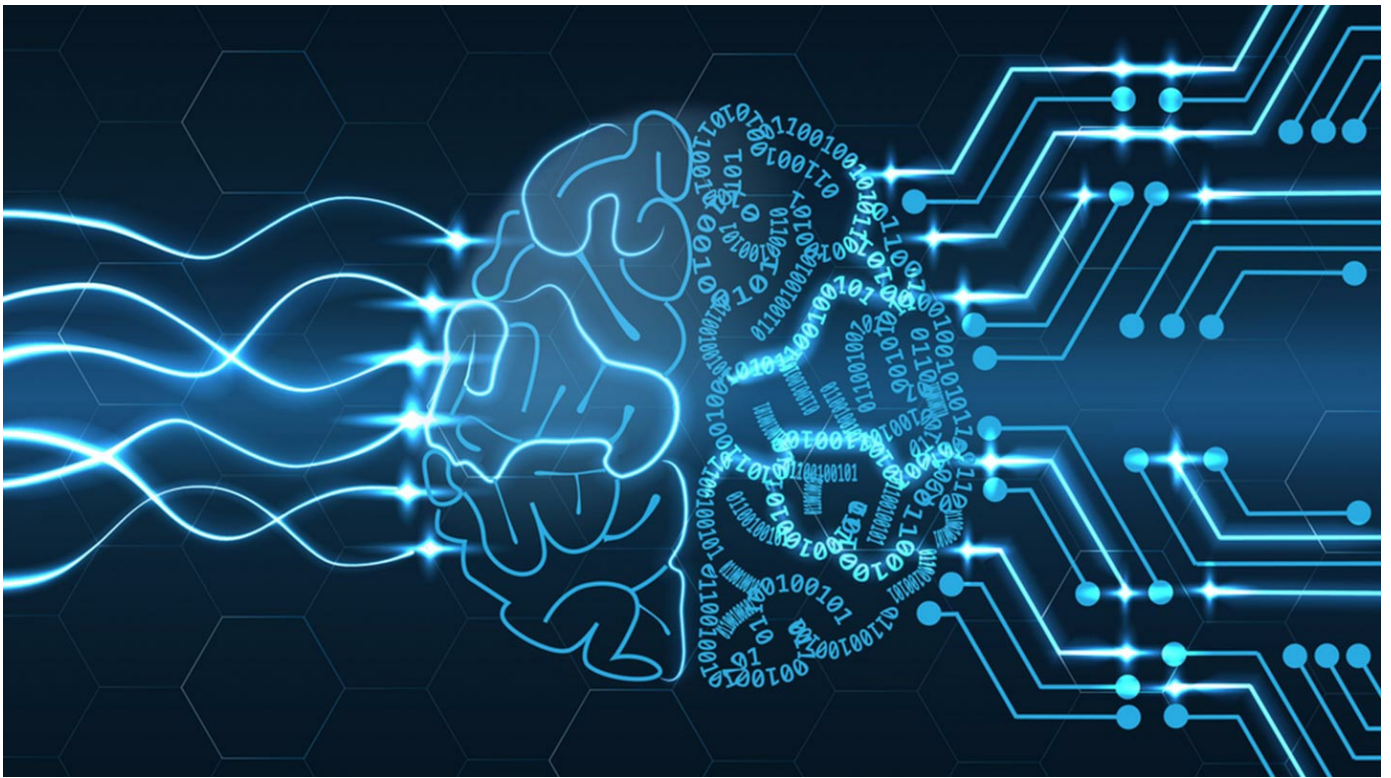
\*\*\*Product will be available for digital download by **October 1, 2019**.

\*\*\*Bonus Material will be available within 30 days from order

Buy Now

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## MINE SOME DATA



The success of a business depends on how quickly it can turn insights into action. This is true for data analysis as well.

The good news is that you are about to learn to improve your chances of outperforming your competitors using data decision-making and maximizing great value to the organization.

We guarantee a dynamic learning experience that spells out ["BRING YOUR DATA TO LIFE"](#) Discover and grasp timely tips and invaluable knowledge you can immediately and effectively apply.

We recommend that you attend one of our upcoming **FREE TRAININGS**

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# Introduction to Data Storytelling

The Power Plant Business Incubator in Ocala



Sep 19  
2-4pm

## Intro to Data Storytelling

Every company can benefit from data storytelling. That might sound like a broad statement, but the practical application of data visualization is endlessly customizable and the principles behind it are universal. In short, data storytelling is the difference between **“I’ll have it on your desk in the morning”** and **“I have everything you need right here, right now.”** Not only does it provide instant access to crucial metrics and progress, but it makes this information easy to understand, simple, and practical.

The beauty of data visualization is that **you don’t need to be a statistics guru to understand it**. Data storytelling does the heavy lifting for you and your co-workers, so even people who aren’t used to sorting through and interpreting data can use it to benefit their own work. At the end of the day, **data storytelling means faster and more informed decisions** so users can spend less time sorting spreadsheets and invest more time raising the bottom line.

JOIN  
NOW



## Get A.I Ready

*Today's economy is rapidly becoming an A.I. economy*

We start with a quick history of A.I. From a business standpoint, A.I. begins with committing to creating an A.I. culture, educating leaders and investing in technology. Getting started also requires an understanding of your business, an appreciation for using data in a decision-making and a framework of what advantages using A.I. can offer.

For many businesses, there are three things that cause us all pain, that A.I. can help us with Dirty Data, Manual Processes and Outdated Information.

**The end results of attending the one-day training will include the following:**

1. An Assessment of your Current Analytics Maturity & a Plan to Level Up
2. A Map of your Data Lake, including Identified Data Silos
3. Learning about the Data Families/Skills Need for A.I.
4. A list of what manual processes you can Automate (Collection, Blending, Modeling, Analysis)
5. Tips on how to enhance your Data Visualization & Data Storytelling skills
6. Identify the Key Customer Behavior Influencers you need to maximize business profits.

JOIN  
NOW

## MEET OUR DATA COACH



**Dan Meyer** heads Sonic Analytics, with over 20 years in Big Data, Dan is one of the most sought after public speakers in Asia and has personally trained thousands of Filipinos in various analytics functions. Recently began offering public training in the United States.

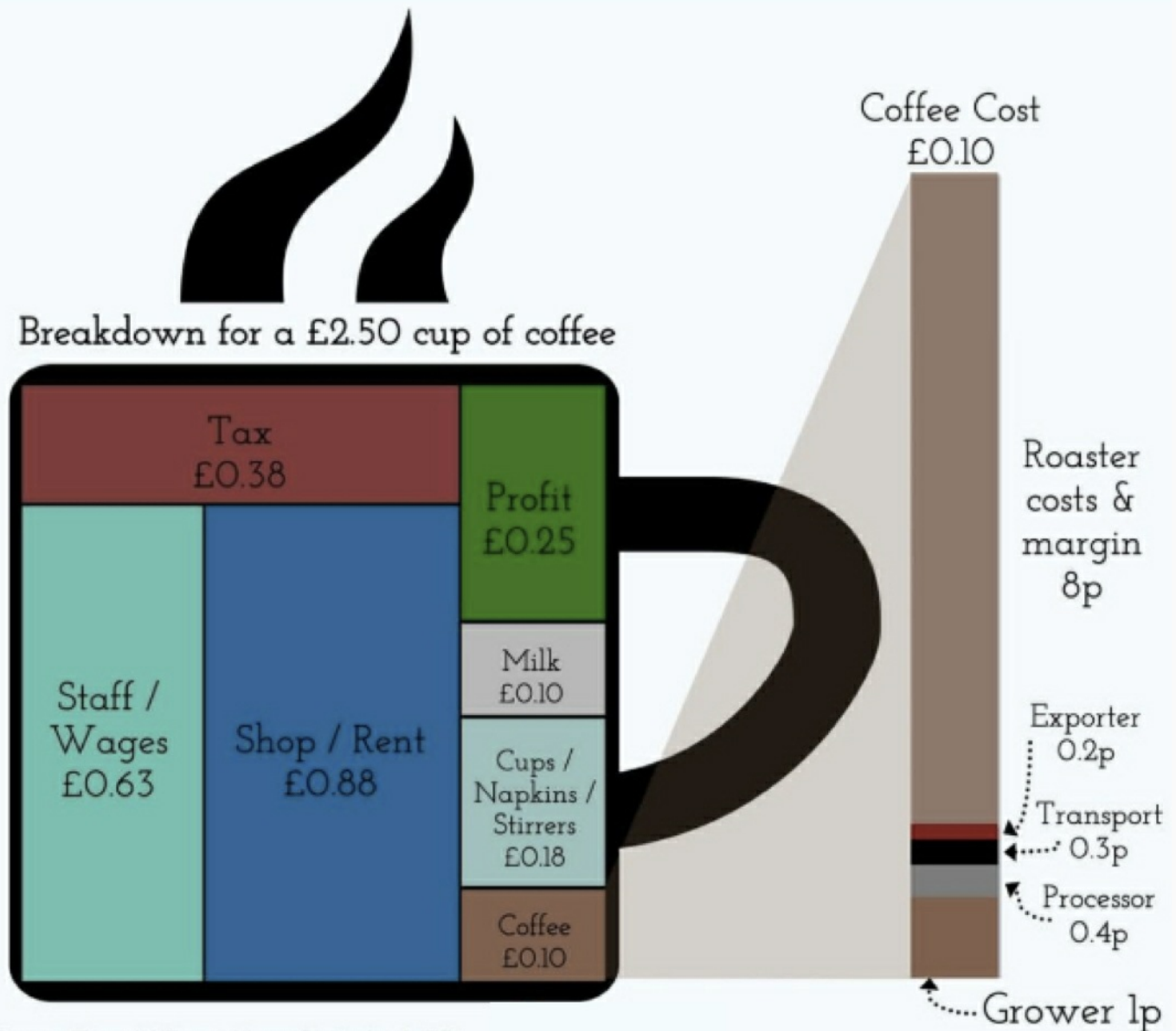
Before setting up his own company, our founder worked as a Senior Analytics Consultant for Wells Fargo Bank for 15 years. Dan provided executive management analytics for the bank's Remittance Service including developing business dashboards, overseeing competitive intelligence gathering, managing data analytics outsourcing projects and facilitating audit and risk management.

## MY ANALYTICS STORY

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# The Economics Behind Coffee



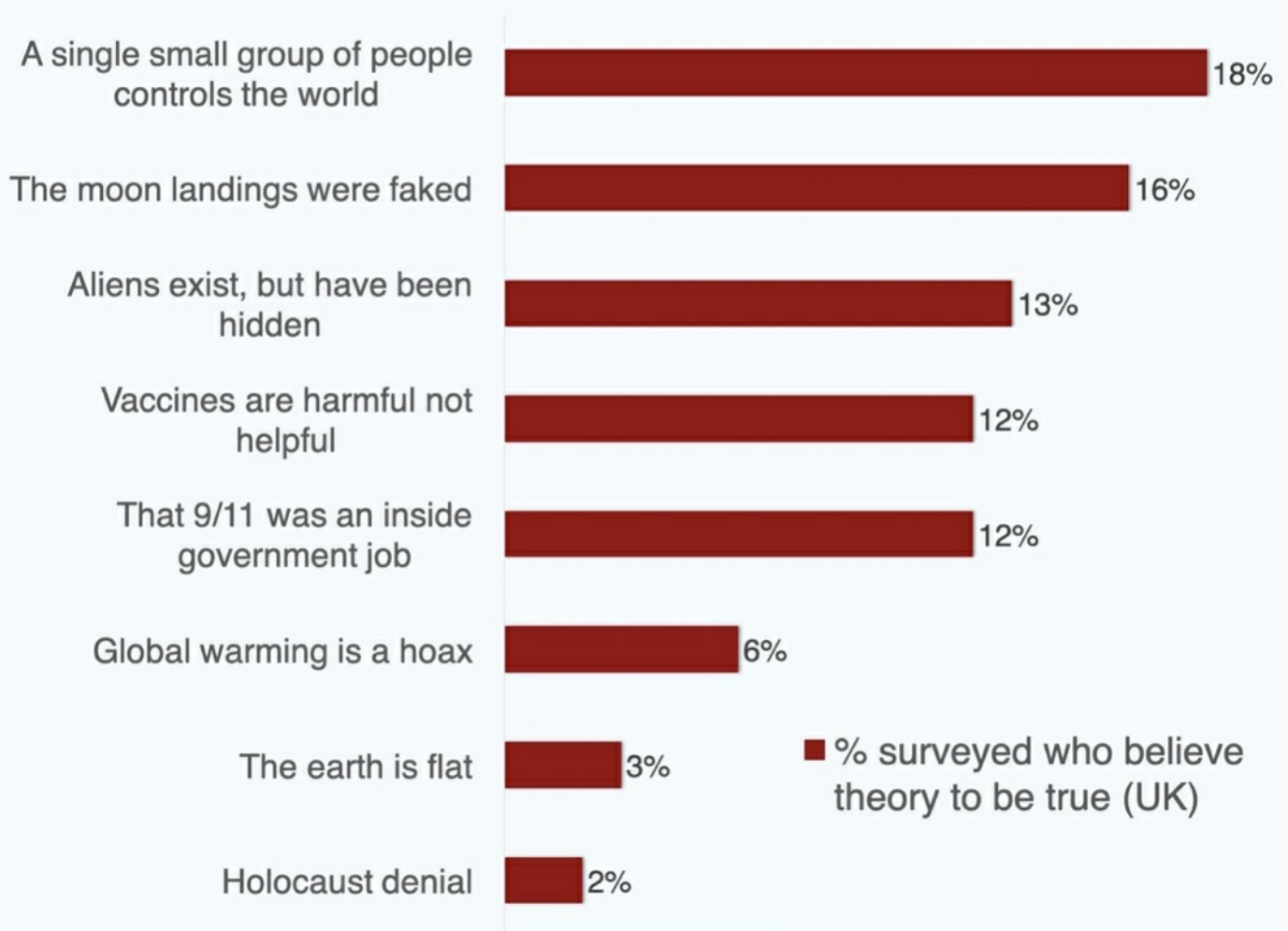


Ever thought about who profits from your daily [#caffeine](#) fix?

Inspired by a post from the [@financialtimes](#) we've visualized how the [#economics](#) of a typical cup of [#coffee](#) breaks down.

Incredibly, the cost of the coffee itself is typically less than 5% of the total, and the person responsible for actually growing the coffee beans may receive as little as 1 penny from each cup

# The Most Widely Believed Conspiracy Theories



Source: YouGov

Speaking of the moon landings, almost one-in-six Brits believe they were "definitely" or "probably" faked according to [YouGov](#). That's a lot, but it's not quite as many as the **18%** who believe that there is a secret group of people that actually control world events, irrespective of who is in charge of governments. We're looking at you Jay-Z and Beyonce.

However, the **hottest conspiracy theory** right now is that aliens exist and are buried at Area 51 in Nevada. As of Friday morning **1.7 million people** have clicked "going" to a Facebook event titled "Storm Area 51, They Can't Stop All of Us", which actually prompted a [response from the US Air Force](#). The event is set for September 20th, so mark it on your calendars folks - the day we find out if aliens exist.

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# You have to **MARVEL** at this Disney acquisition



Source: BoxOfficeMojo, Forbes & Variety

Box Office \$s labelled for >\$1bn, Iron Man & Incredible Hulk were released before the acquisition

When Disney bought Marvel 10 years ago they acquired the rights to some of the most beloved superhero characters of all time. They also seemed to acquire a superpower of their own: flawless, relentless execution at churning out blockbuster hits.

Even after the modest successes of Iron Man and The Incredible Hulk, no-one could have foreseen just how successful the next 21 films would be. To say Disney has got the art of making superhero movies profitably would be a serious understatement. All 21 of the films released since the Marvel acquisition have been profitable at the box office. Magic.

[READ OUR BLOG](#)

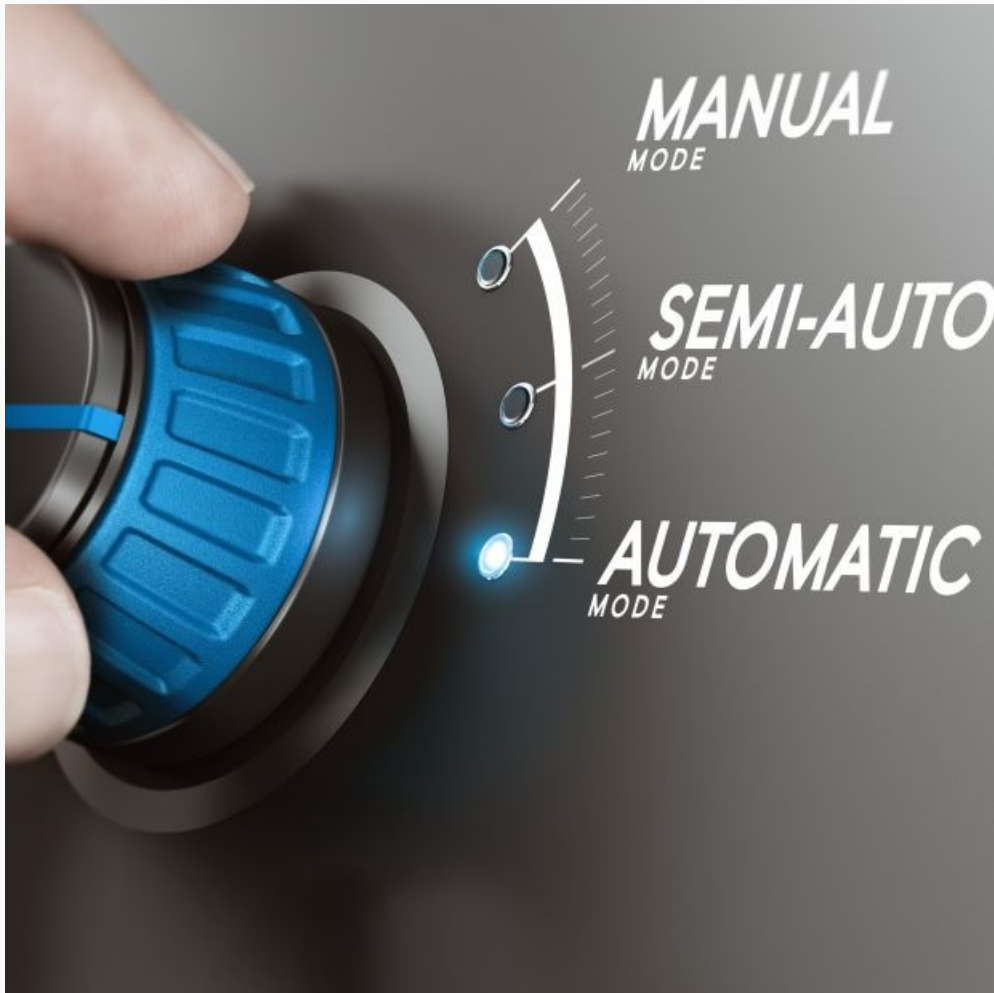
**THIS MONTH'S DATA SPARKS**



### The Future Of Digital Transformation: 2019 And Beyond

The term digital transformation is defined as **the particular integration of electronic technology into all areas of the business, fundamentally changing how it operates and delivers value to its customers.** Digital transformation is also a cultural change that requires organizations to continually challenge the status quo, experiment, and get comfortable with failure even if that happens.





### Data Analysis Automation: Accelerate Your Digital Transformation

Data analysis automation has the potential to accelerate digital transformations for companies across a wide range of industries. Before you take the first steps toward that future, though, **it's wise to understand what uses cases data analysis automation is best suited for** and which ones may present challenges. It's also a good idea to understand the digital transformation process. Let's take a look at how your company can benefit from both.



### Why BI Projects Tend To Have A High Failure Rate

BI projects can begin with a simple goal, but can easily go astray. BI work often involves multiple moving parts and actors. These projects can become complex, containing many dependent pieces. **Critical decisions made at the wrong level can lead the plan to chaos.** Additionally, timelines are sometimes aggressive and don't fully account for delays. There are many ways that the project results in money wasted, but here are the top three reasons why they tend to fail.



### Ad Hoc Analysis Vs Canned Reports: Which One Should You Use?

If you're a regular user of any type of data [dashboard](#) or analytics system, you've likely encountered a serious question about how to produce reports. Do you go with a canned report, or should you create ad-hoc analysis? Both approaches have their virtues, and your circumstances will often dictate which one you use. Let's take a closer look at the question itself and the available options to make sure you make the right decision the next time the choice comes up.

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## OUR PREVIOUS EVENTS









## QUICK SURVEY

What is your greatest challenge in regards to leading a healthy lifestyle?

[CLICK HERE TO ANSWER](#)



## SONIC ANALYTICS

Don't forget to connect! See what's happening on our social sites

