



Association Newsletter

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Not a member but interested in trying our resources?

[Set up your non-member account.](#)

Join Us in Austin Next Week!

Next Thursday, **February 21**, DAA will kick off its 2019 symposium series at IBM, bringing the latest and greatest analytics content to Austin.



"Our speakers are addressing exactly what our members have told us they are interested in right now," explained **Marilee Yorchak**, DAA executive director. "There is a lot of interest in analytics teams, and building an analytics culture, in this year's symposium program. We are also bringing back our 'fan favorite' Analytics Solutions Roundtable, which gives attendees the opportunity to interact with, and gain insights from, their peers in small group settings."

Speakers at the Symposium include:

- **Adam Greco**, Senior Partner, Analytics Demystified
- **Rusty Rahmer**, Head of Enterprise Marketing and Digital Analytics Intelligence, The Vanguard Group
- **Mary Owusu**, Vice President – Director, Digital Strategy & Analytics, Mower
- **Gary Angel**, CEO, Digital Mortar

The Austin Symposium also provides opportunities for you to engage with your analytics colleagues in an informal, interactive, and informational exchange during our roundtable session, and to connect with your analytics industry colleagues at our networking reception.

Austin will host the only DAA symposium in Texas this year. For more information, [check out our Austin webpage](#).

Not a DAA member? [Join today](#) and save on your symposium registration!

DAA OneConference: Celebrating the Past, Present, and Future of Analytics

Celebrating DAA's 15 years to the analytics community, [DAA OneConference](#) will bring two days of groundbreaking educational sessions, networking opportunities, and the annual Quanties Awards to **Chicago, October 23-24, 2019**.

Registration will open soon; [sign up here to receive updates!](#) In the meantime, [find out how you can get involved](#).

Become a DAA Member: In addition to many other benefits, DAA members also receive significant discounts on symposia and OneConference registration. [Join today!](#)

Thought Leadership

Demystifying Data Science: Data Wrangling

By **Ian Thomas**, Chief Data Officer, Publicis Spine

Ask any Data Scientist and they will tell you that the process of 'wrangling' (loading, understanding, and preparing) data represents the lion's share of their workload – often up to as much as 80%. However, that number is not as alarming as it may at first seem. To understand why, let me tell you about my living room.

A few years ago, I had the main room in my house repainted professionally. The work took about a week, but the painter spent the first three days doing a whole lot of work that wasn't painting – cleaning the walls, sanding, filling small holes and cracks, and carefully masking off the areas that needed to be painted. Once she'd been at this for three days, I asked her politely if the project was going to over-run because we were already at Wednesday night and she hadn't painted a thing.

[READ MORE](#)

Member Benefit/Note from DAA's Executive Director

Cook Up a Better Way of Analyzing

One of the most popular DAA member benefits is the [Digital Analytics Cookbook](#).

The Cookbook captures effective, replicable digital analyses that can be shared, developed, and implemented by our members. These digital analyses are called "recipes," and the recipes combined comprise the Cookbook. The original recipes in the Cookbook are from luminaries in the field, with the repository growing and evolving every day. *We now have 133 recipes in the Cookbook!*

The analyses are easy-to-follow, with step-by-step instructions for implementing the analyses at your own organization. Only DAA members can view the full Cookbook and attend live Cookbook webinars (presented by the authors giving a walkthrough of the process). But not-yet members can [view a sample recipe and sample webinar](#).

The Cookbook is just one of many member benefits. [Join the Digital Analytics Association](#) today for access to the full spectrum of benefits!



Marilee Yorchak, DAA Executive Director, CAE

15 Years of Digital Analytics Excellence!

DAA's education programs, networking, knowledge-sharing and events have evolved greatly over the last 15 years. Take a look at some of the key moments and accomplishments in the video below.



DAA's Career Guide for Digital Analysts Updated

In today's job market, with the unemployment rate at under 4%, employers are in a constant scramble to hire the crème de la crème of eligible candidates, and to find new and innovative ways to not only retain current employees, but to attract new talent.

You can give yourself an advantage over other candidates by "doing your homework," understanding your career path, and positioning yourself with the knowledge of industry specific tools to give you a step up amongst Digital Analysts.

DAA's Career Guides for Digital Analysts was compiled originally from the insight of a representative sample of industry perspectives (client, vendor, agency, and consulting side) and was recently updated with new information and resources. DAA's Career Guide for Digital Analysts is an overview of careers in the digital measurement industry including:

- Types of companies where analysts can work
- Typical hierarchy and responsibilities for each role
- Educational and skill set requirements, including the importance of emerging skill sets
- Advice for those looking to break into the field, be promoted, or find a new opportunity

The DAA Career Center is just one of many tools and resources that are available to you as a DAA member. Not a member? [Become a member today!](#)



Tealium White Paper

Blending Digital Analytics With Human Creativity to Deliver the Optimal Customer Experience at Scale

Get this Q&A with industry expert **Reid Bryant**, to understand the important role humans play in the evolving technological landscape. Learn key strategies, tactics, and recommendations on how to optimize the customer journey with human capital and technology.

You will also learn:

- Three keys to creating a high-performing digital analytics program
- Why it's critical to optimize the customer journey and strategies on how to do this
- Three different analytics techniques that can help solve common problems facing the marketing community

[Download the full report](#) from Tealium at no charge.



Coming Soon: eMetrics -> Marketing Analytics Summit

The birthplace of the Digital Analytics Association is coming back to Las Vegas on **June 17 - 20**. Come learn from your DAA colleagues. The event includes the DAA's Women in Analytics Luncheon with featured speaker **Shubhra Srivastava**, Vice President, Global Data Solutions for Telco & Tech at MasterCard and the Digital Analytics Association Industry Lunch where you will learn what the DAA has been up to lately. There will also be a panel of key DAA volunteers to answer your questions. [Join DAA now](#) and **save 10%** on your [registration](#).

Upcoming DAA Events

DAA Vancouver Chapter Event	Vancouver, BC, Canada	Feb. 20
DAA Austin Symposium	Austin, TX, USA	Feb. 21
DAA Philadelphia Staff Event	Philadelphia, PA, USA	Feb. 28
Ask Me Anything – Staff Edition	Online	Mar. 11

Other Events of Interest

Claravine Analytics Nexus 2019	Online, USA	Feb. 19
Women in Analytics Conference	Columbus, OH, USA	Mar 21 - 22
Adobe Summit	Las Vegas, NV, USA	Mar. 24 - 28
Marketing Analytics and Data Science Conference	San Francisco, CA, USA	Apr. 8 - 10
Tealium Digital Velocity Conference	San Diego, CA, USA	May 14 - 15
Marketing Analytics Summit 2019	Las Vegas, NV, USA	June 17 - 20

Congratulations to Three New CWAs

DAA is pleased to announce that the following DAA members have successfully earned recognition as Certified Web Analysts:

- **Zara Palevani**, Halifax, Nova Scotia, Canada, E-Nor
- **Jayanth Kanala**, Bangalore Kanataka, India, Nabler
- **Badrinath Vankadari**, Bangalore Kanataka, India, Nabler



You too can add this distinction to your professional credentials. To find out more about certification, its benefits, and how to get started, check out the [CWA webpage](#) today. Even better: [become a DAA member](#) and save on certification!

Certified Web Analyst **Ryan Flanagan** noted, "The CWA title has been beneficial to me, especially at conferences that are not analytics specific, but in the broader industry. The CWA designation gives a sense of greater credibility."

[Get started on your certification](#) today!



Find Your Next Great Job at the DAA Career Center!

Visit the [DAA Career Center](#) today and see the latest job openings, like those listed below:

Digital Analytics Quality Engineer	Cigna	Santa Monica, CA, USA
Data Analytics Specialist	IBM	Austin, TX, USA
Head of Retail Marketing Analytics & Insights	Vanguard	Malvern, PA, USA
Digital Transformation Manager	Genentech	San Francisco, CA, USA

Digital Analytics Association, 401 Edgewater Place, Suite 600, Wakefield, MA 01880

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