Faster, Better, More Accurate Decisions:
Super-Charge Your Intuition with Data
Decision-Making Dilemma

Technology promises to make our lives easier, more productive, and better, but every day we’re still confronted by hundreds of decisions at work. From emails and texts to Facebook and Slack, we have a dozen communications systems constantly pinging us. It’s hard to prioritize.

Today’s professionals want to know:
- What should I spend my time on right now?
- What questions should I ask?
- What should I keep doing?
- What should I stop doing?
- How can I have a real impact on this business?

To help answer these questions, you’ve probably used various analytics platforms within your department and found partial answers. To get a more complete answer, you would need to access at least a dozen data systems across Finance, Sales, Marketing, Accounts, and Operations. And since these systems don’t talk to each other, there’s still no way to know with certainty if you have a truly accurate answer.

In the face of limited resources, most professionals rely on their experience and intuition. While that will always be essential to help people figure out how to spend their time, there is an even better way to get all the data you need and make the best decisions that go beyond your hunches.

You can super-charge your intuition.
Companies in every industry are constantly gathering data across a myriad of touchpoints – from website and advertising metrics to revenue and operations reports. While most businesses have no problem capturing data, they have no way to immediately take action on their data in real time. Forrester reports that between 60 and 73 percent of all data within an enterprise goes unused. To make it usable, they have to be able convert it into something consumable by decision makers.

That’s because data is only as valuable as the insight it delivers. It’s not enough to capture data quickly and turn around narrow insights to solve a problem for one department. Your dashboards and reports are just confirming your theories and hunches. The true value of data can only be unlocked by making it actionable and available.

Compounding the issue is that first-party consumer data has never been more valuable. With the imminent deprecation of the third-party cookie, companies collecting high-quality first-party data are sitting on a goldmine of data. How they use it will be a key factor for determining who will win in a post-cookie world.

What if the data was driving everyone’s theories and hunches – not the other way around? Data can guide you on where to start and what you should do beyond your hunches.

Once you decide to focus on something, you can make data-driven decisions to solve problems in multiple ways. Decisions driven by data have the power to change minds because there is an established single source of truth that everyone can access and act upon. It might be hard to prioritize your time, but data can help pinpoint where to focus and what to do.
Burt Saves Top 10 Global Media Company $4 Million Per Year

CHALLENGE
Combine hundreds of data sources into a single automated reporting system so hundreds of employees across four departments can easily access the data they need.

SOLUTION
Burt consolidated and combined data from more than 100 sources and automated it to be available in a single report.

RESULT
The global media company saved $4 million per year, reducing efforts around data cleansing, creating reports, minimizing complexity with onboarding new team members, and decreasing decision errors due to poor data quality.
Make Your Data Work Harder

Burt can help make your data work harder by saving time and resources. Our platform will show you how to make better, data-driven decisions that can immediately impact your business.

For example, our platform can help:

» Identify problems at the source before they negatively impact your business
» Stop losing money due to reporting errors and discrepancies
» Automate repetitive tasks that will free up your time for more strategic initiatives
» Find new hidden revenue streams

By implementing a structured way to collect, store, and analyze data, your teams can have a greater impact on organizational performance.
How It Works

1. COLLECT, INGEST, & AGGREGATE

**Problem:** As legacy systems get bogged down, many organizations have added new systems to their tech stack. Some companies have as many 10 platforms connected to 500 data systems! No one wants to log into 10 different systems.

**Solution:** Burt ingests all the data across your organization, systems, and vendors. From disparate revenue metrics to website impressions, we can ingest any format. Whether we collect the data via API, email report, or scrape text from a website, we’ll figure out a way.

2. NORMALIZE & AUTOMATE

**Problem:** Most organizations have thousands of files with hundreds of different names, fields and naming conventions. The task of organizing this data, and making it usable is often overwhelming to most companies.

**Solution:** Burt normalizes the data, creating one new, combined dataset so that all the data is “speaking one language.” Then, we make the data available and usable by automating it to appear in one, convenient report that’s available in a dashboard or a scheduled email.
3. **FORECAST**

**Problem:** With no single source of truth, it’s understandable that most organizations struggle to forecast. Whether they are looking to forecast revenue, set a budget, or plan an advertising campaign, an inability to accurately model the future is a huge disadvantage.

**Solution:** Having all your data in one place, in one common language gives you the knowledge and clarity to predict the future with far more accuracy. Our forecasting capabilities enable you to easily change variables and run scenarios without investing hours of manual labor. By relying on data, instead of an educated guess, you gain a big competitive advantage.

4. **OPTIMIZE**

**Problem:** Knowing about problems is not enough. You must be able to fix problems because every second that a problem remains active will cost time and money.

**Solution:** Make your data work for you so that you can take action and make better, faster, more accurate decisions. Using machine learning and artificial intelligence, Burt constantly analyzes hundreds of millions of data points, identifies what happened and why, and provides recommendations – serving as both an assistant and an advisor. This is true data-powered decision making.
CASE STUDY

Burt Saves AutoTrader More Than 2,000 Hours Per Year

CHALLENGE
Create a more accurate and efficient way to track advertising revenue to quickly identify discrepancies and opportunities.

SOLUTION
Burt ingested all the data from AutoTrader’s advertisers, normalized it into one common language, automated it to update in real-time, and made it available in one, convenient report.

RESULT
AutoTrader saved more than 2,000 hours per year by eliminating tedious reporting processes. Now the team can pull reports in minutes with the confidence that they will have an accurate revenue picture.
Super-Charge Your Intuition

Twenty-five years ago, accessing data meant talking to data scientists and waiting days or weeks for a report. Technology has evolved since then, and now companies hire teams of analysts to manage self-serve platforms to access and analyze their data. But anyone who works in a large organization knows that it can still take days or even weeks to get the report you need.

We need to face the fact that there’s never going to be enough analysts. They are constantly overwhelmed with requests and hiring our way out of this problem is not realistic or sustainable.

Furthermore, insights from analyst reports are worthless unless someone acts on that insight and analysis. That’s how companies can go from being intuition driven to data driven. The data needs to be so accurate that it can overcome emotional bias and change someone’s mind. This is the exact point where data can cause someone to do something differently.

When you super-charge your intuition, you can improve your customer experience, your brand, and your economic strength. Decisions that are driven by a trustworthy and consistent source of data will instill a sense of trust and consistency among individuals and teams across the company. Imagine what can be accomplished when everyone is on the same page.

If your data systems can’t answer questions like “What should I do today?” you’re not getting a return on one of your most valuable assets.