

## Breakthroughs in analytics, Part 2

Firms constantly chasing after more and more sophisticated business intelligence often turn to new analytics technology for the answers. What were once difficult and complex tools for analyzing market activity are becoming more accessible and affordable to a larger audience.

[Part 1](#) of this series explores the technologies behind analyzing customer behaviors. Part 2 looks into the tools of business intelligence and Web analytics.

Business "intuition," popular in the days of pen, ink and paper, was the first "BI" -- keen and quick insight rooted in trading experience and utilizing heightened observation with direct perception of commercial reality, all aided by strong inferences and at least some minimal amount of basic information.

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