



Needl Analytics to Launch Powerful Virtual Analyst Tool for Google Analytics in Open Beta on September 1st

Needl Analytics Data Analytics Startup will Unveil an Exciting New Open Beta Automated Tool for Google Analytics on September 1st, 2017

LONDON, ENGLAND, UNITED KINGDOM, September 1, 2017 /EINPresswire.com/ -- Today, [Needl Analytics](#) Ltd, a robust UK and Sweden-based next-generation data analytics automated tool, has confirmed that its brand new custom-built analytic process for Google Analytics will officially launch in free open Beta on Monday, September 1st, 2017. An industry game changer as the world's first process of its kind, the sophisticated virtual analyst tool delivers actionable data within minutes. Right now, the company has zero competition in MarTech as the only firm delivering automated segment or subset analysis. Interestingly, early beta testers include a FORTUNE 500 giant and one of the worlds leading advertising agency networks.

In a significant shift from September 1st, everyone using Google Analytics will be able to run rapid segment analysis in minutes instead of hours or even days through the tool. This is a particularly compelling announcement for SME decision makers, Web Analysts, SEO, PPC, and Digital Marketing Specialists. As a result, the immediate potential ROI for companies is compelling. Additionally, the ability to track segments gives Needl Analytics users the ability to evaluate the outcome of tactics and strategies on a granular level. Web Experts will agree that previously this has been a highly labour intensive manual task for the estimated 30 million users of Google Analytics internationally. Now, personnel can instantly free up

"Ranked segments on the left, filtered by Best Converting, or High Impact, Weak Converting, or Bounce rate"

City + Device Category + Source / Medium

This needl looks at segments with the most potential if sessions are increased. This segment City: Oslo + Device Category: desktop + Source: Medium (direct) / (none) has one of the best revenues per session 40.44 compared to the site average of 15.17.

City: Oslo + Device Category: desktop + Source: Medium (direct) / (none) = revenue per session: 40.44 (site average: 15.17)

In a nutshell:

Sessions: 1.2%
The sessions from this needl make up 1.2% of the site total

Bounce rate: 21.5%
The bounce rate for this needl is 21.5% compared to the site average, 42.0%

Conversion rate: 9.0%
The conversion rate for this needl is 9.0% compared to the site average, 4.7%

Revenue contribution: 3.2%
This needl contributes 3.2% of site revenue

"Run segment analysis on - ALL traffic, ADWORDS, PAID and REFERRAL"

needl

Add new datastack

Datstack name:

Name your datstack

Where do you want to get data from?

Property: Views:

Do you want to look at a special part of your data?

AdWords traffic
All traffic
AdWords traffic
Referral traffic
Paid traffic

Time period you want to look at:

Auto (recommended)

Cancel Build stack and find needs

Building a Datstack takes seconds

valuable analyst hours making this a huge draw for busy Marketing departments across the globe as staff can focus on next-level solutions instead of following up on older issues.

"As a Data Analyst in Sweden, I became frustrated with the amount of time I had to devote to just the mundane task of calling up report after report to try and find a single nugget of data that would allow me to provide an insight to a client," expressed, Rickard Almér, Co-Founder, and Director of Analytics and Research and Development, Needl Analytics Ltd. "They were paying me to do the manual job when it would have been far more efficient for me to deliver the so-called glory story at the end. So, along with some Technical and Marketing colleagues, we built Needl Analytics."

"Needl Analytics is an exciting development in web analytics that will democratise Google Analytics allowing non-analysts to access the most important and actionable insights within their data," commented, Andrew Dempsey, Co-Founder, and Director of Sales and Marketing, Needl Analytics Ltd. "Needl Analytics will encourage more participation from outside the Analytics Department and lead to more and better data-driven decision making." The 5-strong Needl Analytics team also includes Phil Roach, Co-Founder, and Director of Technical Development, Anders Hagstrom, Co-founder, and Investor, and Siew Sai Hoo, Co-Founder, and Investor.

Expert users of Needl Analytics have been swift to provide insights:

"We specialise in delivering creative PPC solutions for our clients and have been using Needl Analytics for a number of weeks. We love the promise it makes - to find the needle of actionable insight in your data haystack," Adam Sugihto, Director, Intentional.

"I use Google Analytics at an intermediate level - Needl Analytics gives me the insights so I can become more of a Data Analyst," Chris Byrne of SEOLondonSurrey.co.uk.

"Needl Analytics is a powerful tool which can deliver insights from your Google Analytics data very quickly. It's very simple and easy to use. My favourite thing about Needl Analytics is that it can provide recommendations using a combination of GA dimensions very quickly," Yannis Papastamatis, Freelance Digital Analytics Consultant.

Data Analytics is one of the biggest stories in today's fast-paced technology-centric planet. Segment or subset analysis is seen by Web Analysts as the Holy Grail of Data Analytics giving Needl Analytics a leading edge as a unique tool providing analysis of vital GA data while maintaining the strictest codes in relation to privacy and data confidentiality.

About Needl Analytics:

Since 2016, Needl Analytics Ltd. has been dedicated to improving the overall web data experience. We are a team of people who love Google Analytics. But as business people ourselves, we have been frustrated with the complexity. You need a Degree in Computer Science to be able to do anything more than basic reports. So, we have built Needl Analytics, the ultimate segmenting tool. We know that most businesses, without the resources of a Data Analyst or Expert, struggle to scrape the surface of what Google Analytics can tell them about their business. We also know that the best stuff is in the segments when you drill down. We decided to simplify the process with an automated Virtual Data Analyst Tool that makes Segmented Analysis a reality - for everyone. It is faster, more comprehensive, and much more affordable bringing you only the most important data you need to make the right decisions - every time. Discover the future of next-generation Data Analytics today by exploring our website: <https://needlanalytics.com/>

Join the conversation via our new Needl Analytics Social Media community:

https://twitter.com/needl_analytics

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