

3.10: Tools of the trade

Many tools exist to help you make the most of your data!

Customer insight tools can help you find out more about your customers and what they think of you. These are tools that help you with online reputation management (ORM). For example:

- Google Alerts: www.google.com/alerts
- Hootsuite: hootsuite.com
- BrandsEye: www.brandseye.com

Data gathering tools:

- Google Analytics: analytics.google.com/analytics/web
- Quantum Leap Buzz: www.quantumleapbuzz.com
- Wolfram Alpha: www.wolframalpha.com

Data visualisation tools:

- ClickView: www.clickview.com
- Plotly: plot.ly
- Tableau: public.tableau.com/s
- Open Refine: openrefine.org
- Fusion Tables: support.google.com/fusiontables/answer/2571232

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