

# Web Analytics Action Hero: Using Analysis To Gain Insight And Optimize Your Business By Brent Dykes

By Brent Dykes

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Turn insights into action. Google Analytics and related products can help you turn customer insights into actionable solutions for your business.

In this episode, the Beyond Web Analytics team talks with Brent Dykes, Director of Consulting at Adobe and now author of Web Analytics Action Hero.

Learn how to become an action hero within your company leveraging the full power of web analytics and turning meaningful insights into business value.

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Brent Dykes is the author of Web Analytics Action Hero (3.96 avg rating, 23 ratings, 6 reviews, published 2011)

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