

# Stephen McDaniel

[www.Freakalytics.com](http://www.Freakalytics.com)

A dynamic leader and educator in the field of data visualization, business intelligence, advanced analytics, and data warehousing, Stephen McDaniel helps organizations gain the most from their data, analysts, and analytics investment.

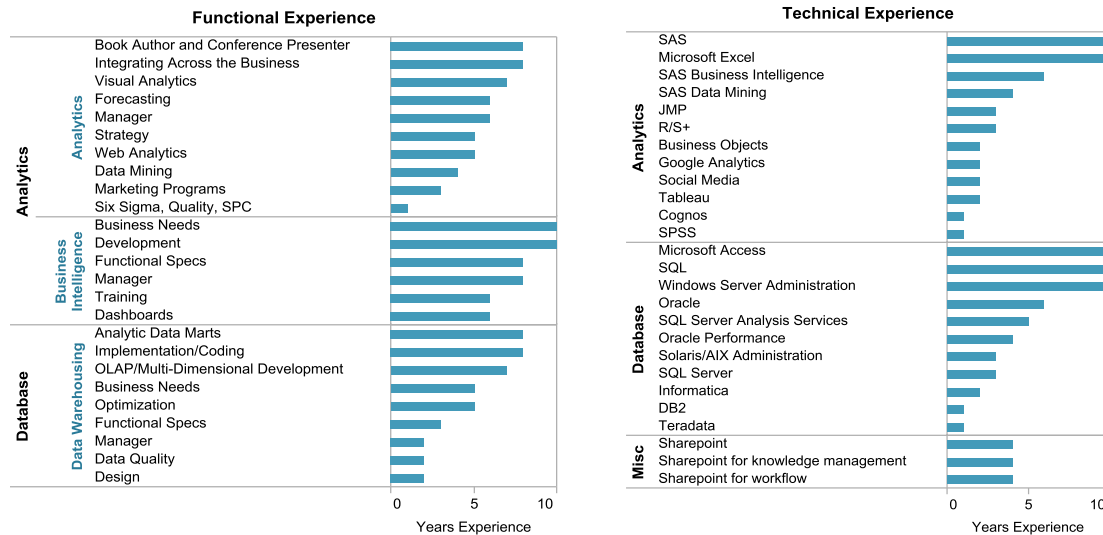
Through Stephen's blog [Freakalytics.com](http://Freakalytics.com) and his books, "Tableau: from Data to Insights to Innovation in Just 8 Days" (forthcoming, July, 2009) and "SAS for Dummies", McDaniel expounds combining common sense and the right tools around the often frenetic world of business analytics.

As the analytics visionary at REI (previously Netflix, SAS, Loudcloud, and Brio), McDaniel spreads his philosophy that developing and leading talented analysts to work closely with the business can be more effective than simply investing in more tools.

He has been a staunch advocate of leveraging analytics to find hidden growth opportunities and to understand the voice of the customer. Stephen is committed to helping organizations unlock the value of their analysts, data, and analytic investments.

Stephen McDaniel's specialties:

- Data visualization that amazes analysts with speed of insight and clearly informs the business
- Business intelligence to delight and enable the business to be engaged with their data and customers
- Combining web analytics with the broader data and analytic investment
- Customer lifetime value, acquisition, engagement, trust and advocacy insights
- Ensuring that advanced analytics are directed at truly high-value opportunities in alignment with business needs
- Enabling efficiency in gaining insights by strategic leverage of technology combined with business acumen
- Guide analyst teams to move beyond the tactical to the strategic projects that are truly game-changing for their business.



Keywords for easy search by engines and people: SAS, Microsoft Excel, SAS Business Intelligence, SAS Data Mining, JMP, R/S+, Business Objects, Google Analytics, Social Media, Tableau, Cognos, SPSS, Microsoft Access, SQL, Windows Server Administration, Oracle, SQL Server Analysis Services, Oracle Performance, Solaris/AIX Administration, SQL Server, Informatica, DB2, Teradata, SharePoint, SharePoint for knowledge management, SharePoint for workflow, Analytic Data Marts, Implementation/Coding, OLAP/Multi-Dimensional Development, Business Needs, Optimization, Development, Functional Specs, Book Author and Conference Presenter, Integrating Across the Business, Visual Analytics, Forecasting, Manager, Training, Strategy, Web Analytics, Data Mining, Marketing Programs, Data Quality, Design, Six Sigma, Quality, SPC, Dashboards