

Raw information on its own isn't super helpful. You have to understand what the data means and how to read it. But what if you're not a data analysis expert? Fortunately, a tool released in 2023 offers an efficient, user-friendly way to approach basic data analysis.

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Marketers are accustomed to handling and manipulating large amounts of vital data. But in the day-to-day process, it can be easy to forget that this data and integrations need regular check-ups. This, simply put, is the role of a data steward.