

DIGITAL ANALYTICS PLATFORM

ABSTRACT

A digital analytics system includes a client profile database operable to store client profile data for clients. A client identification unit identifies the client profile data corresponding to a first client of the clients. An analytics engine is operable to identify descriptive and predictive analytic solutions corresponding to the client profile data of the first client, and receive a selection of one or more of the identified descriptive and predictive analytic solutions selected by the first client. The analytics engine is further operable to perform the descriptive and predictive analytic solutions selected by the first client and simultaneously perform one or more descriptive and predictive analytics solutions selected by a second client of the clients.

[Figure No. 1]