

MODERN ANALYSIS TOOLS AND THEIR ROLE IN MAKING STRATEGIC DECISIONS OF CREATIVE AGENCIES

СУЧАСНІ ІНСТРУМЕНТИ АНАЛІЗУ ТА ЇХНЯ РОЛЬ У ПРИЙНЯТТІ СТРАТЕГІЧНИХ РІШЕНЬ КРЕАТИВНИХ АГЕНТСТВ

The article examines modern analysis tools used by creative agencies in the process of making strategic decisions. In particular, such technologies as business analytics, big data analysis, artificial intelligence tools, as well as specialized platforms for processing marketing and customer data are considered. An analysis of the key functions performed by these tools was carried out, including forecasting of market trends, analysis of consumer behavior, evaluation of the effectiveness of marketing campaigns and optimization of internal business processes. Attention is focused on how the integration of modern analysis tools into the activities of creative agencies allows not only to make more informed strategic decisions, but also to increase competitiveness, adaptability to changes in the market environment and the formation of a long-term development strategy. As a result of the study, the key advantages of using such tools to improve the efficiency of agencies' work have been identified.

Key words: solutions, creative agencies, tools, analysis, strategy.

У статті досліджено сучасні інструменти аналізу, що використовуються креативними агентствами у процесі прийняття стратегічних рішень. Зокрема, розглянуто такі технології, як бізнес-аналітика, аналіз великих даних, інструменти штучного інтелекту, а також спеціалізовані платформи для обробки маркетингових і клієнтських даних. Здійснено аналіз ключових функцій, що виконуються цими інструментами, зокрема прогнозування ринкових тенденцій, аналіз споживацької поведінки, оцінка ефективності маркетингових кампаній та оптимізація внутрішніх бізнес-процесів. Акцентовано увагу на тому, як інтеграція сучасних інструментів аналізу в діяльність креативних агентств дозволяє не лише приймати більш обґрунтовані стратегічні рішення, але й сприяє підвищенню конкурентоспроможності, адаптивності до змін ринкового середовища та формуванню довгострокової стратегії розвитку. У результаті дослідження визначено ключові переваги використання таких інструментів для підвищення ефективності роботи агентств. Встановлено, що ключова роль цих інструментів полягає в тому, що вони сприяють прийняттю обґрунтованих рішень на основі об'єктивних даних, а не лише інтуїтивних підходів. Це дозволяє креативним агентствам знизити ризики, пов'язані з неправильним вибором стратегій, та забезпечити довгостроковий розвиток за рахунок підвищення прозорості та структурованості управлінських процесів. Було визначено, що сучасні інструменти аналізу дозволяють значно покращити взаємодію з клієнтами, адже завдяки сегментації аудиторій, аналізу споживчої поведінки та персоналізації маркетингових кампаній агентства можуть більш ефективно задовольняти запити ринку. Слідкувати за трендами в аналітиці даних важливо, щоб залишатися конкурентоспроможними на ринку праці та ефективно вирішувати бізнес-завдання. У світі технологій, що швидко змінюється, регулярно з'являються нові методи та інструменти, і ті, хто встигає їх опанувати, отримують значну перевагу. Важливо розуміти, що тренди в аналітиці даних можуть впливати на стратегію компанії, її конкурентоспроможність та ефективність. Тому, щоб залишатися на плаву та бути успішним у цій сфері, необхідно постійно оновлювати свої знання та навички.

Ключові слова: рішення, креативні агентства, інструменти, аналіз, стратегія.

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General statement of the problem In today's competitive environment, creative agencies face the need to adapt effectively to changes, respond quickly to market challenges and create innovative strategies. The role of modern analysis tools in making strategic decision in creative agencies is crucial for their success and competitiveness. The introduction of such tools contributes to the sustainable development of agencies, creation added value for customers and ensuring leadership in the market.

Analysis of recent research and publications.

The topic of modern analytical tools and their role in making strategic decisions was investigated by various scientists and specialists, in particular in the context of creative industries. Among those who have made a significant contribution to this field are the following researchers: Philip Kotler [5] – investigated the role of marketing data and strategic planning in agencies, in particular the influence of analytics

tools on the effectiveness of marketing campaigns. Gary Hemel and CK Prahalad [7] – described analytics techniques that help agencies build competitive advantage in dynamic market conditions. Thomas Davenport [10] – investigated the impact of digital analytics tools on decision-making processes in modern companies, including creative agencies. Richard Rumelt [8] – studied how a strategic approach to data analysis helps in managing creative processes and decision making. Michael Porter [6] – studied issues related to data analysis and the competitive environment, which is relevant for agencies that use competitive analysis tools. Klaus Schwab [9] – focused on the impact of new technologies such as artificial intelligence and automation on decision-making processes in business, including creative industries. Malcolm McDonald [4] – highlights the importance of data and analytics for building effective marketing strategies in advertising and creative agencies.

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These researchers worked on various aspects of data analysis and strategic decision-making, which forms the theoretical and practical basis for creative agencies that actively use modern analytical tools.

In the future, it is advisable to study new technologies and their adaptation to the specific working conditions of the creative industry.

The article is aimed at studying modern analysis tools that are used in the field of creative business, as well as studying their influence on the process of making strategic decisions in creative agencies.

Presentation of the main research material. In today's creative environment, data-driven strategic decisions become central to the success of agencies. In a saturated market and rapid changes accompanied by digitalization, creative agencies are increasingly turning to modern analytical tools to optimize their processes, more accurately formulate strategies and respond to customer needs.

Modern analysis tools provide creative agencies with the opportunity to make informed decisions, reducing the level of risk. They allow you to get detailed information about the market, target audience, competitors and your own effectiveness, which forms the basis for building strategic initiatives.

As the authors [12] note, modern analytical tools are an integral part of the management decision-making process in management. They contribute to improving management efficiency, optimizing costs, improving the quality of operational processes and final results. In addition, these tools provide organizations with the ability to quickly adapt to changes in the market.

Modern analysis tools can be divided into several groups depending on their purpose:

1. Tools for analyzing the market situation:

- SWOT analysis – an assessment of the strengths and weaknesses of the agency, as well as opportunities and threats.

- PESTLE analysis is the study of external factors, such as political, economic, social, technological, legal and environmental aspects.

2. Data analysis tools:

- Big Data and analytical platforms (Google Analytics, Tableau, Power BI) – for processing large amounts of information and identifying patterns. Big Data analysis has become the basis of many modern strategies. Using Big Data, agencies are able to deeply study the behavior of target audiences, as well as learn about their preferences and trends. This creates a more personalized approach to creative solutions, which significantly increases the effectiveness of campaigns. Big Data allows you to analyze in real time, so you can make operational decisions about changes in strategies, as well as predict long-term results. In a global market and high competition, this tool helps to understand which customer segments

are the most promising, and how to adapt advertising campaigns to their needs.

- Machine learning algorithms – to predict consumer behavior and personalize marketing campaigns. Artificial intelligence (AI) is becoming an important component for agencies, because it is able to optimize decision-making processes. With the help of machine learning algorithms, agencies can automatically analyze huge amounts of data, as well as identify patterns that are useful for making strategic decisions. AI helps predict which campaigns will have more success based on previous data. In addition, AI is used in the development of creative content. It can offer ideas, determine the optimal time of publication, distribute the advertising budget and predict the reaction of the audience. This not only improves efficiency, but also reduces the time to create content.

3. Strategic Planning Tools:

- BSC (balanced scorecard) – ensuring a balance between short-term and long-term goals.

- VRIO-analysis – assessment of agency resources in terms of their value, rarity, the possibility of imitation and organization.

4. Data visualization tools:

- Mind Maps – for generating ideas and building creative strategies. Infographics - to visualize the results of the analysis.

- Visual analytics (for example, using tools such as Tableau, Power BI) allows you to create dynamic visualizations of data, which greatly facilitates the understanding of information and making strategic decisions. Interactive graphs and charts allow you to get a quick idea of key indicators, identify trends, evaluate performance and make adjustments to strategies. Analytical platforms provide an in-depth understanding of market dynamics that helps agencies stay competitive. Using visual analytics, agencies can test hypotheses and identify the best strategies for further development.

5. Social media analytics tools. Social media is an important communication channel for many creative agencies. Social media analytics tools such as Hootsuite, Sprout Social, Buffer allow you to track the audience's reaction, engagement and overall effectiveness of advertising campaigns.

Social media analytics allows agencies to monitor audience sentiment, recognize trends, and monitor the impact of campaigns on user behavior. This provides an opportunity to assess in real time how effective campaigns are and adapt them, depending on the reaction of the audience. Social media monitoring tools also help identify thought leaders and influencers, which can be beneficial when choosing partners for campaigns.

6. Competitive analysis tools. For creative agencies, understanding the competitive environment is extremely important. Tools such as SEMrush, Ahrefs and SimilarWeb allow you to assess the position of

competitors, explore their strategies and find gaps in the market. Competitive analysis allows agencies to study the effectiveness of campaigns of other companies, which contributes to the optimization of their own strategies. This approach helps to avoid repeating the mistakes of competitors, find new opportunities for growth and improve market position.

In the context of global changes and the rapid development of technology, creative agencies must use modern analysis tools to remain relevant and able to quickly adapt to market needs (Table 1).

Using business intelligence tools allows you to gain a deep understanding of your activities, identify strengths and weaknesses, determine the effectiveness of campaigns, and make informed decisions based on data and facts.

Business intelligence tools are sets of software tools and techniques designed to collect, analyze, and visualize data related to various aspects of a business. They play an important role in understanding data and turning it into valuable insights for making informed decisions in business.

The work of these tools is based on the following principles:

- data collection – business intelligence tools allow you to collect data from various sources, such as CRM systems, databases, web analytics, social networks and others. Various methods are used for this, including automatic import, API integration, and manual data entry;

- data storage – the collected data is stored in special databases or data storages that ensure their safety and accessibility for analysis. An important aspect of data storage is its structuring and organization to facilitate further analysis;

- data processing – after data collection, they are subjected to processing, which may include filtering,

segmentation, aggregation and conversion of data into the desired format. Data processing allows you to eliminate noise and insignificant factors, highlight key indicators and prepare data for analysis;

- data analysis – data analysis includes various methods and techniques that allow you to explore the data and identify important patterns and trends. This may include statistical analysis, machine learning, forecasting, segmentation, and other methods of analysis;

- data visualization – the results obtained are presented in a visual form using graphs, diagrams, reports and dashboards. Data visualization makes it easy to perceive and interpret information, identify important trends and make informed decisions.

Business intelligence tools have a significant impact on strategic decision-making, which is manifested through the following factors [13]:

- customer insight – business intelligence tools help companies gain a deep understanding of their customers. Data analysis reveals their preferences, behavioral patterns, needs and consumption habits. This allows you to develop more accurate strategies, personalize interaction with customers and increase their satisfaction;

- process optimization – data analysis allows you to identify inefficient processes, measure their performance, identify opportunities for automation and optimization. This reduces costs, increases efficiency, and reduces task time;

- forecasting and planning – analysis of trends and historical data allows you to predict future events, predict demand and market trends, as well as develop more accurate plans and strategies for business development;

- monitoring of results – business intelligence tools provide the ability to monitor the results of

Table 1

The role of analysis tools in decision making

Analysis Tool	Functionality	Role in strategic decision-making
Google Analytics	Analyze web traffic, user behavior, conversions, and engagement channels	Helps identify effective channels of audience engagement and optimize marketing strategies
Power BI / Tableau	Data visualization, integration with various sources, reporting	Allows you to integrate different data and quickly analyze indicators to adapt strategies in real time
Big Data Analytics	Processing large amounts of data, identifying hidden patterns, behavioral analysis	Provides forecasting of audience behavior, helps to adapt strategies to market changes
CRM systems (e.g. HubSpot, Zoho)	Customer relationship management, segmentation, interaction analysis	Allows you to personalize marketing and predict customer needs
Social Media Analytics	Social media audience analysis, content effectiveness assessment, trend tracking	Supports rapid response to changes in audience sentiment and popular trends
Predictive Analytics	Modeling future results based on current and historical data	Helps make proactive decisions to improve the effectiveness of advertising campaigns
Artificial Intelligence and Machine Learning	Automatic data-based learning, content personalization, process automation	Increases predictive accuracy, automates solutions to optimize strategies and costs

Source: developed by the author

business processes and achieve the goal. With reports, dashboards and end-to-end analytics, companies can receive regular updates on their activities, measure key performance indicators and make operational decisions based on current data.

Business intelligence tools enable you to make effective decisions based on facts and data. Using business intelligence tools, marketers analyze customer behavior, they study data on site visits, customer actions, conversion and average check. The company analyzes the sale of each product in its range. They notice that certain products have low popularity and low sales, while others are bestsellers.

Monitoring of financial indicators – the company analyzes total sales, profit, costs and margins. Thanks to analytics, the company notes that logistics costs increased significantly in the last quarter, which negatively affects the overall profit. All these examples show how business intelligence tools help you make effective decisions.

Data analysis allows you to understand the reasons for low conversion, optimize the product range, choose the most effective marketing sources and monitor the necessary indicators (Figure 1).

Business intelligence tools allow you to effectively solve a wide range of tasks that contribute to

optimizing the organization's activities and making informed decisions. In particular, they can perform the following key functions [14]:

- Performance monitoring and analysis – The ability to monitor and analyze company performance in real time. Using reports and dashboards, you can monitor key performance indicators such as revenue, profit, sales volume and other metrics. This allows you to quickly identify problem areas and take measures to improve them.

- Analysis of the market and competitors – tools will help to study trends, analyze data on competitors, assess market share and identify potential opportunities for business development. This allows companies to make informed decisions based on facts and data.

- Optimization of marketing campaigns: using business intelligence tools, you can track and evaluate the results of advertising activities, identify the most successful channels for attracting customers, analyze user behavior and segment the audience. This allows companies to optimize their marketing efforts and achieve greater success.

- Forecasting and planning – you can predict future trends and trends, as well as develop strategies and plans based on these forecasts. This helps

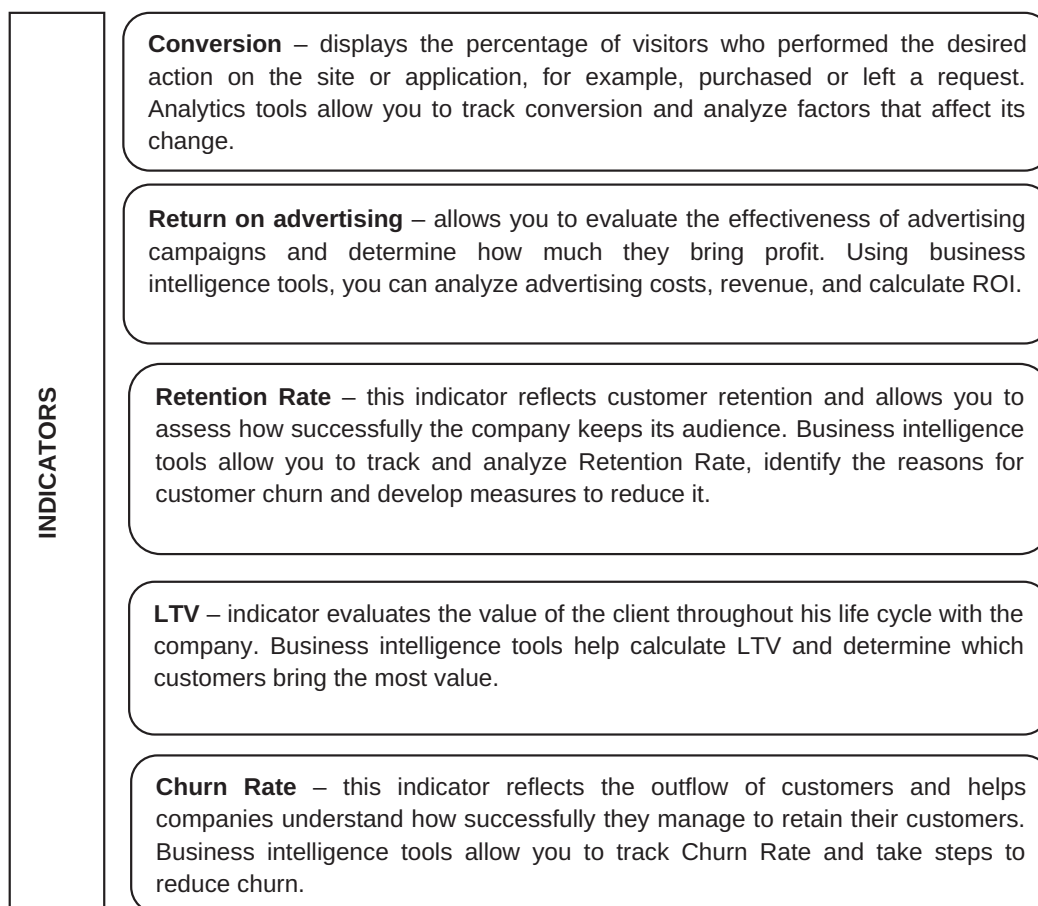


Figure 1. Key Performance Indicators (KPI s) for evaluating the effectiveness of marketing and business strategies

companies make predictable and informed decisions, improve their competitiveness and achieve their goals.

– Customer Experience Management – Business intelligence tools allow companies to analyze customer data and behavior to improve the customer experience. You can identify customer preferences, identify audience segments, evaluate the effectiveness of loyalty programs and offer personalized solutions. This helps to strengthen customer relationships and increase satisfaction.

Despite the numerous advantages, there are challenges in using modern analysis tools:

- High costs for technology implementation and staff training.
- Difficulty integrating new tools into existing processes.
- Problems with data accuracy due to excessive or insufficient quality.

However, with the development of artificial intelligence and automation, the implementation of these tools will become more accessible and effective.

Conclusions. Modern analysis tools are a key element of effective management of creative agencies in the context of the dynamic development of digital technologies and high competition. Their use allows agencies not only to improve the quality of strategic planning, but also to quickly adapt to the changing market environment. Thanks to the integration of business intelligence tools, big data analysis, artificial intelligence and other modern technologies, creative agencies get access to a wide range of opportunities for analyzing client requests, forecasting market trends, optimizing marketing campaigns and improving the efficiency of internal business processes.

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