Information Horizons: AMERICAN Journal of Library And Information Science Innovation
Volume 2, Issue 6, 2024 ISSN (E): 2993-2777

The Role of Digital-Analytical Field in Information Communication

Yuldashev Jamshidbek Baxtiyarovich, Ismoilova Madina Nurulla kizi, Orazimbetov Akbarali Artikbayevich
Student of Nukus branch of the Tashkent University of Information Technologies named after Muhammad al-Khorezmi, Republic of Uzbekistan

Abstract. *This article provides information on how to program in Data science, Visual Studio, Mobile analytics, Digital analytics, HTML, JavaScript programming languages.*

Keywords: *digital analytics, interactive dashboard, data-science, KPI, Sprint, Google Analytics, Mobile analytics, HTML, JavaScript.*

Specialization in digital analytics is essential for any company that values individuals who understand the digital analytics field well. Especially since businesses have transitioned to the online sphere, such expertise holds significant importance. To move towards being sought after in the job market, one must strive to acquire certain skills in digital analytics. As companies increasingly utilize the internet as their primary communication channel with their targeted audience, specialists who can guide businesses in directing their marketing efforts, analyze data, and provide advice for development are needed. However, the volume of global data is rapidly increasing every year, with an estimated 30% growth rate. Therefore, companies are actively seeking specialists who can analyze large volumes of data and derive actionable insights from them. Currently, the starting average salary for analysts is around $1000, but this can quickly increase to much higher amounts with experience and expanding skills. For example, according to trud.com data, the average monthly salary for a digital analyst can range from $2,000 to $2,500.

To be a proficient digital analyst, one must possess the following knowledge, skills, and expertise:

- Proficiency in using analytical tools such as Google Analytics, Yandex.Metrica, and Google Tag Manager.
- Familiarity with A/B testing tools like Google Optimize and Optimizely.
- Understanding of data visualization tools such as DataStudio, Tableau, and Power BI.
- Ability to analyze competitors using tools like SimilarWeb and SEMrush.
- Utilization of social media monitoring systems such as Brand Analytics and IQBuzz.
- Proficiency in programming languages like HTML and JavaScript.
- Knowledge of SQL for working with BigQuery.

However, merely knowing these tools and techniques may not be sufficient. Understanding when and how to use them effectively to achieve impactful results is crucial. Proficient digital analysts should be able to establish a metrics system, evaluate performance indicators, understand user behaviors, consolidate and interpret data, analyze business processes from the user's perspective, create hypotheses, conduct experiments and tests, and substantiate their work based on the data they acquire. Both marketing professionals and management personnel should possess a grasp of digital

analytics. For leaders, creating interactive dashboards and conducting daily performance reviews are essential. Understanding why such data is needed is of paramount importance for leadership. Therefore, participation in digital analytics courses is crucial for professionals of large, medium, and small businesses to analyze processes within their companies and pose challenges to internet marketers independently. Learning digital analytics independently and gaining experience in this field requires practical involvement in the company's operational processes.

After several successes and failures, your experience will gradually increase. If you have acquaintances with websites, don't hesitate to offer your assistance and suggestions for optimizing the site and related business processes based on your data analysis. Identifying what needs to be done to apply analytics to a website and defining the purpose of this work is also crucial. Also, consider what issues need to be addressed based on the data obtained. If you have technical issues, you can turn to Google Analytics forums or Yandex Metrica clubs for assistance. Achieving success on your own in this field may be challenging at first, but with time, your experience will grow. Here are some pieces of advice in this regard:

- ✓ Find a mentor who can teach you - it could be an expert in the field or someone who can answer questions and test hypotheses, perhaps even in a Facebook group dedicated to this field.
- ✓ Continuously update your knowledge in digital analytics - as this field develops rapidly, new trends emerge, and the tools of systems change. Learning from webinars or books from the previous year may be useless as they might already be outdated. If teachers are professionals actively working in the field, you may gain new information from them.
- ✓ Choose a stimulus for yourself - for example, an internship abroad or advancement in your career or working on a new project. Understanding what skills you need as a professional can help you improve them.
- ✓ Engage in group learning - finding like-minded people to learn from each other can be a solid way to acquire knowledge. Working in a team is both interesting and effective. In a group, there is always a leading person who is very interested in work and motivates others as well.

Now let's consider how you can apply your skills in digital analytics to advance your career. For example, you can take relevant courses and acquire new skills and certifications. Discuss with your supervisor and present to them what you have learned, with examples. Explain what attention needs to be paid to in the company, what needs to be checked, and what can be optimized. Presenting a concrete plan from the company's main issues is essential.

For instance, investigate why users are leaving the company's website and come up with hypotheses and test them. If you find the reasons, implement them quickly. You can accomplish all of this at a minimal cost, attracting the attention of management. If you can demonstrate the real benefits of your plan, any leader will be forced to consider your proposals. You can find such courses on the following website: tceh.com/edu/digital-analytics.

Modern digital analytics requires knowledge of programming languages, machine learning algorithms, and data science. Currently, specialists are required who can understand the demand for analytics in business, grasp the processes systematically, express them in digital format, and have strategic insights. Therefore, in addition to simple quantitative indicators (such as the number of participants, clicks, and conversions), attention is shifting to more comprehensive metrics (such as user engagement or user experience). Businesses not only require analysis but also predictions. For example, prescriptive analytics that indicate the optimal execution path based on information is also becoming important. When a survey on the latest trends in digital analytics was conducted among market participants (such as eLama.ru's web analytics department), the following findings were obtained:

- ➢ Automated reporting that companies can rely on independently is becoming necessary.
- ➢ Tools that collect all user actions on the website are emerging.

- Development of mobile analytics systems is ongoing.

The competence of market participants, including service providers and advertisers, is increasing. However, large advertisers are not satisfied with the standard reports of Yandex.Metrica and Google Analytics, which share data obtained from CRM and web analytics systems. They need tools that can analyze all user actions from the first visit to their specific actions based on their unique identifiers. One solution is the integration of Google Analytics' BigQuery with OWOX BI Smart Data. As a result of these solutions, it became possible to collect data from the first user visit to their targeted action based on their unique identifier.

Another trend in the field is the increasing prevalence of mobile traffic and the development of mobile analytics. Google introduced Firebase Analytics in 2016, while Yandex developed AppMetrica. Other systems like AppsFlyer are also being developed. Working with mobile traffic is relatively more complex than working with web traffic, as necessary applications need to be installed from the Google Play or AppStore. Another significant trend in digital analytics is the automation of information gathering and the architectural evolution of analytics systems. Therefore, while digital analytics is becoming more automated, resolving issues or problems still relies on human intervention. This is because machines currently cannot solve this work. In this regard, consider the case of the American telecommunications operator Sprint. They encountered a problem with one of their customers in a service support group who complained about frequent disconnections.Due to the poor quality of the connection, they were experiencing more frequent drops. The company terminated the contract with the unprofitable customer after analyzing the number of calls to the call center.

Conclusion

Specialization in digital analytics is increasingly vital for companies operating in the online sphere. As the volume of global data grows, businesses need professionals who can analyze large data sets and provide actionable insights. Essential skills for digital analysts include proficiency with analytical tools, understanding A/B testing, data visualization, competitor analysis, and social media monitoring. Additionally, knowledge of programming languages and SQL is important. Successful digital analysts must not only understand these tools but also know how to apply them effectively to achieve impactful results. To become proficient, individuals should continuously update their knowledge, find mentors, and engage in group learning. Applying these skills in a business context involves presenting data-driven insights and recommendations to management, which can significantly enhance career prospects. Modern trends in digital analytics emphasize the importance of mobile analytics, automated reporting, and the integration of advanced tools to track user behavior comprehensively. Despite advances in automation, human expertise remains crucial for resolving complex issues. Therefore, the demand for skilled digital analysts is expected to continue rising.

Resources:

1. R.H. Ayupov, G.R. Boltaboeva. Basics of digital economy. Textbook. T.: TMI, 2020, 575 pages
2. Gulyamov S.S. and others. Main basic principles of use of digital technologies in agriculture in the Republic of Uzbekistan. Journal of American Sciences, 2019, December, #12, pages 12-19.
3. Ayupov R.H., Baltabaeva G.R. Digital Currency Market: innovation and development prospects. -T: "Science and technology" publishing house, 2018, 172 pages.
4. www.wikipedia.ru - web page
5. www.wikipedia.ru – web page
6. Ahrorov, Z., & Utkirov, A. (2023). SECURITIES AS A SOURCE OF FINANCING INVESTMENT PROJECTS. *Best Journal of Innovation in Science, Research and Development*, *2*(7), 468-473.
7. Jorayev, B. (2023). The Role of Tax Benefits in Socio-Economic Development. *Central Asian Journal of Innovations on Tourism Management and Finance*, *4*(6), 149-152.

8. O’tkirov, A. (2024). THE ROLE AND IMPORTANCE OF NEW INNOVATIONS IN THE FIELD OF WATER MANAGEMENT. *IJTIMOIY FANLARDA INNOVASIYA ONLAYN ILMIY JURNALI*, *4*(3), 102-104.
9. O’tkirov, A. (2024). TO WHAT EXTENT OUR ENTREPRENEURS ARE ABLE TO TAKE ADVANTAGE OF THE WIDE RANGE OF OPPORTUNITIES OFFERED TO ENTREPRENEURS IN OUR COUNTRY TODAY. *TA'LIM VA RIVOJLANISH TAHLILI ONLAYN ILMIY JURNALI*, *4*(4), 62-64.
10. O’tkirov, A. (2024). INTERNATIONAL PRODUCTION ASSESSMENT AND INTERNATIONAL INVESTMENT TREATIES. *BOSHQARUV VA ETIKA QOIDALARI ONLAYN ILMIY JURNALI*, *4*(4), 9-12.
11. Umirov, I., & Utkirov, A. (2023). WAYS TO IMPROVE THE ORGANIZATIONAL AND ECONOMIC MECHANISM OF PROVIDING SERVICES IN THE HEALTHCARE SYSTEM. *Gospodarka i Innowacje.*, *37*, 1-3.
12. Beknazar, S., Islombek, U., Aslbek, U., & Madamin, T. (2024). Analysing Tourism Expenses using Mathematical Modelling. *European Journal of Contemporary Business Law & Technology: Cyber Law, Blockchain, and Legal Innovations*, *1*(2), 29-34.
13. Utkirov, A. (2021). A Study of the Life Stage of Abdul Avloni in the Third Renaissance. *Central Asian Journal of Social Sciences and History*, *2*(3), 33-37.
14. Togaev, S., & Utkirov, A. (2023). The impact of human resources on improving the quality of financial services. *Best Journal of Innovation in Science, Research and Development*, *2*(7), 474-479.
15. O’tkirov, A. (2024). INTERNATIONAL PRODUCTION ASSESSMENT AND INTERNATIONAL INVESTMENT TREATIES. *BOSHQARUV VA ETIKA QOIDALARI ONLAYN ILMIY JURNALI*, *4*(4), 9-12.
16. O’tkirov, A. (2024). TO WHAT EXTENT OUR ENTREPRENEURS ARE ABLE TO TAKE ADVANTAGE OF THE WIDE RANGE OF OPPORTUNITIES OFFERED TO ENTREPRENEURS IN OUR COUNTRY TODAY. *TA'LIM VA RIVOJLANISH TAHLILI ONLAYN ILMIY JURNALI*, *4*(4), 62-64.
17. O’tkirov, A. (2024). THE ROLE AND IMPORTANCE OF NEW INNOVATIONS IN THE FIELD OF WATER MANAGEMENT. *IJTIMOIY FANLARDA INNOVASIYA ONLAYN ILMIY JURNALI*, *4*(3), 102-104.
18. Beknazar, S., Islombek, U., Aslbek, U., & Madamin, T. (2024). PhD Janzakov Bekzot Kulmamat ugli. *European Journal of Artificial Intelligence and Digital Economy Volume*, *1*(1).
19. O'tkirov, A. (2023). AUDIT TUSHUNCHASINING IQTISODIY MAZMUNI, AHAMIYATI VA XUSUSIYATLARI. *Gospodarka i Innowacje.*, *37*, 172-175.
20. Khudayarov, U., & Utkirov, A. (2023). From the History of Koreans of Uzbekistan: Within the Framework of Cooperation of Uzbekistan and Korea. *Miasto Przyszłości*, *35*, 202-205.
21. O'tkirov, A., & G’afurov, I. (2023). SOLIQ IMTIYOZLARI VA PREFERENTSIYALARNING TUSHUNCHASI, IQTISODIY MOHIYATI VA SAMARADORLIGI. *International Journal of Economy and Innovation*.