# Unified Analytics

## Data insights to help brands grow. No digging required.

Cart Unified Analytics quickly uncovers patterns and issues across ecommerce operations, giving you the intelligence and confidence to make the best, most profitable business decisions.

## Here's how it works:

### What happened?

Organize critical information and know the impact of volatile markets on your day-to-day ecommerce operations.

### Why did it happen?

Identify the root cause of changes to critical business metrics, so your teams can exploit new opportunities.

**Unified Analytics**
Intelligent data integration

**Signal Repository**
The best metrics from the best sources

**Alerts History**
Business event tagging that matters

**Custom Mapping**
Modify data to fit your business

### What could happen?

Use scenario modeling and artificial intelligence to see multiple futures.

**Predictions**
Probability of a specific outcome

**Forecasting**
Predicting a series of outcomes over time

**Simulation**
Predicting multiple outcomes with certainty

### How can I make it happen?

Create rules to optimize and automate decision-making for the best outcomes.

**Rules**
Predefined framework for choosing between alternatives

**Optimization**
Constraint-based evaluation of interdependent options

## The Greatest Impact

Scale with ease

Exceed customer expectations

Increase revenue

## Where do I start?

### Learn more about Cart Unified Analytics

Learn more

cart.com