The Most Common eCommerce Data Mistakes Brands Are Still Making in 2026

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Despite years of investment in analytics, many eCommerce teams still struggle to turn data into consistent, confident action. The problem is rarely access to data, but rather how the data stack is designed, prioritized, and used day to day. Add to this the breakneck pace of AI innovation, which is now rapidly commoditized and widely accessible, and it's time to rethink the traditional playbook.

In this webinar, Sreenath Reddy, founder and CEO of Intentwise, will break down the most common eCommerce data mistakes brands continue to make in 2026, including over-reliance on static dashboards, slow and manual diagnostics, and under-utilization of clean-room data beyond basic advertising use cases. He'll contrast these with practical examples of how more advanced teams are structuring their analytics workflows to support faster decision-making across Amazon, Walmart, and DTC.

The focus of the session is deliberately tactical. Rather than debating tools, we'll examine the specific questions eCommerce teams need to answer and the data approaches that make those answers easier to surface.

This session will cover practical examples such as:

- How leading teams identify underperforming ASINs and products daily
- How brands are using clean-room data to generate insights beyond ad performance
- How teams diagnose *what changed* and *why performance moved* without weeks of manual analysis

- How AI is beginning to support exception-based insights and recommendations, rather than replacing analysts
- Where many brands continue to over-invest in reporting that explains the past but fails to guide action

This webinar is designed for eCommerce, analytics, and digital leaders who want to identify where targeted changes can unlock disproportionate impact in 2026.

[See the Recap & Replay Here](#)