

The eCommerce Analytics Gap Inside Consumer Brands

By Russ Dieringer // March 17, 2026 // Briefings

***TL;DR:** Most consumer brands are data rich but insight poor. eCommerce analytics is fragmented across retailers, analytics teams haven't been able to keep pace, and AI is moving fast. For insight-starved business leaders, the fix isn't waiting for IT to build the perfect solution. It's running short-term AI-powered analysis in parallel with a longer-term data roadmap, finding allies in IT, and taking ownership of underutilized assets like Amazon Marketing Cloud.*

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