



# Google Analytics Intelligence

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Google's super-star flagship cloud-based visitor tracking software, [Google Analytics](#), released a [new feature](#) recently. It's called [Intelligence](#).

This 2009 post documents one of Google's first attempts at bringing "intelligence" to analytics - a precursor to modern AI-driven insights. The careful disclaimer about not replacing analysts reflects the cautious approach to AI augmentation that characterized this era, before machine learning became ubiquitous.

## What They Have To Say

Your new hardworking assistant, Analytics Intelligence, can't replace you or a professional analyst. But, it can find key information for you and your professional analysts -- so that your team can focus on making strategic decisions, instead of sifting through an endless sea of data.

### Intriguing.

The quote "can't replace you or a professional analyst" is fascinating from today's perspective, where AI-driven analytics platforms regularly automate complex analysis tasks. This conservative positioning reflects 2009's limited computational capabilities and the nascent state of machine learning applications in business intelligence.