

inside



Methodology



Comparison



Network Maps



Top 100 Lists



Key Insights

methodology

The PageRank based methodology we use to extract influencers on a particular topic takes into account the number and quality of contextual references that a user receives. We looked at social topical influence as well as topical authority by analyzing both their social engagement on Twitter and how much influencers were referenced in association with business intelligence on Twitter, Instagram, Facebook, YouTube, Forums, Blogs, News and Tumblr content.

These calculations also take into account a user's **resonance** (engagement) **relevance** (number of posts on topic) and **reach** (number of followers).

If you want to learn more, please read our article that outlines influencer identification.

[take me there](#)

BIG

the
data



12
months



1,293,192
posts

Interactions between influencers, brands and publications discussing data science



This map was created using our Influencer Relationship Management software.

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Influencers

TOP 10 ANALYST IN BUSINESS INTELLIGENCE

Rank	Name	Twitter Handle	Influencer Score
1	Cindi Howson	BIScorecard	100.00
2	R Ray Wang	rwang0	93.42
3	Boris Evelson	bevelson	56.57
4	Dion Hinchcliffe	dhinchcliffe	38.64
5	Michael Fisher	Fisher85M	21.51
6	Rick van der Lans	rick_vanderlans	21.49
7	Doug Henschen	DHenschen	20.57
8	Tammy Powlas	tpowlas	17.42
9	Holger Mueller	holgermu	10.68
10	Alan Lepofsky	alanlepo	7.28

TOP 5 BUSINESS LEADERS IN BUSINESS INTELLIGENCE

Rank	Name	Twitter Handle	Influencer Score
1	Bill Schmarzo	schmarzo	100.00
2	Timo Elliott	timoelliott	24.78
3	Sandeep Raut	rautsan	12.96
4	Christine Boursin	chboursin	13.10
5	Arjen van Berkum	arjenvanberkum	19.28

TOP 50 ENTREPRENEURS IN BUSINESS INTELLIGENCE

Rank	Name	Twitter Handle	Influencer Score
1	Howard Dresner	howarddresner	100.00
2	John White	diverdown1964	11.04
3	Wayne Eckerson	weckerson	7.62
4	Ken Puls, FCPA, FCMA	kpuls	6.13
5	Marc R Gagné MAPP	OttLegalRebels	5.38
6	Jen Underwood	idigdata	3.49
7	Patrick Van Renterghem	itworks	3.21
8	Mico Yuk	micoyuk	3.15
9	Dean Anthony Gratton	grattonboy	2.26
10	Christian Buckley	buckleyplanet	2.07
11	Ralf Becher	irregularbi	2.03
12	Dr. GP Pulipaka	gp_pulipaka	1.94
13	Brent Ozar	BrentO	1.91
14	Jonathan Aufray	GrowUrStartup	1.82
15	David Holm	cloudpreacher	1.62
16	Brian Moran	brianmoran	1.53
17	Marcus Borba	marcusborba	1.47
18	Christopher Webb	cwebb_bi	1.40
19	Dinis Guarda	dinisguarda	1.36
20	Hyoung Park	hyounpark	1.27
21	Tom Urtis/Atlas	TomUrtis	1.25
22	Martin Hiesboeck	MHiesboeck	1.13
23	Duane Baker	DBaker007	1.06
24	Bob E. Hayes	bobehayes	1.03
25	Ywan van Loon	YwanVanLoon	0.97
26	Theodora Lau	psb_dc	0.80
27	Rebecca Herold	PrivacyProf	0.75
28	Gregory Valancius	gvalan	0.73
29	Sushama Ananna	Ananna16	0.73
30	Marc D Anderson	sympmarc	0.68
31	Nicolas Babin	Nicochan33	0.67
32	Kamyar Shah	kshahwork	0.64
33	Harold (Hal) Good	Hal_Good	0.60
34	Dan Lamyman	DanAtLogikk	0.55
35	Caroline Higgins	Info_Data_Mgmt	0.52
36	Josh Bereano	BereanoPartners	0.52
37	Franco Ronconi	FrRonconi	0.50
38	VonVictor V. Rosenchild	Rosenchild	0.50
39	Mark Porter	InsequentCo	0.49
40	Vincent Granville	granvilleDSC	0.49
41	Alexander Loth	xlth	0.49
42	Gus Gonzalez	GusGonzalez2	0.49
43	Sarbjeet Johal	sarbjeetjohal	0.46
44	Michelle Homes	HomesAtMetacoda	0.36
45	Brandon Edwards	BRANDdonator	0.35
46	Craig Ó Riáin	CraigEire	0.34
47	Scott Stauffer	SQLSocialite	0.29
48	Imke Feldmann	TheBIccountant	0.25
49	Dr. Nitin Paranjape	drnitinp	0.24
50	Patrick Guimonet	patricg	0.14

TOP 50 INDUSTRY PROFESSIONALS IN BUSINESS INTELLIGENCE

Rank	Name	Twitter Handle	Influencer Score
1	Dux Raymond Sy	meetdux	100.00
2	Ronald van Loon	Ronald_vanLoon	21.28
3	Reza Rad	Rad_Reza	20.22
4	Marco Russo	marcorus	14.08
5	Yves Mulkers	YvesMulkers	13.21
6	David Stodder	dbstodder	12.09
7	Louis Columbus	LouisColumbus	11.99
8	Adam Saxton	GuyInACube	10.18
9	Phil Seamark	PhilSeamark	7.44
10	Devin Knight	knight_devin	6.50
11	Chaudhry Javed Iqbal	cjiqbal	6.27
12	Andreas Staub	andi_staub	5.71
13	Mike Quindazzi	MikeQuindazzi	5.53
14	Antonio Grasso	antgrasso	5.53
15	Fernando Marín	fmarin_ES	5.17
16	Steve Miller	SteveMillerNY	5.15
17	Jean-Baptiste Lefevre	jblefevre60	4.04
18	Simon Porter	simonlporter	3.80
19	Aswath	itsAswath	3.67
20	David Rubal, CISSP	DaveRubal	3.43
21	Shawn Rogers	shawnrog	3.25
22	Jen Stirrup	jenstirrup	3.16
23	johnlmyers44	johnlmyers44	3.13
24	Rik Walters	rikwalters	2.71
25	Hans Michiels	HansMichielscom	2.44
26	Raoul Davis	Ceo_Branding	2.35
27	Mark Lynd	mclynd	2.21
28	Harold Sinnott	HaroldSinnott	2.20
29	Amit R S Bansal	A_Bansal	2.11
30	Dustin Ryan	SQLDusty	2.07
31	Anthony Schmitt	BourseetTrading	2.06
32	Jason Himmelstein	jasehimm	1.99
33	Xavier Badia	xavi_ok	1.99
34	Tamara Dull	tamaradull	1.79
35	Mike Lehr	MikeLehrOZA	1.76
36	Holger Kreissl	dixus	1.67
37	Adam Gabriel	THEAdamGabriel	1.66
38	Lava Kafle	lkafle	1.63
39	Sebastien Meunier	sbmeunier	1.60
40	Nige Willson	nigewillson	1.58
41	Julio Verissimo	Julio_Verissimo	1.43
42	Brian E. Thomas	DivergentCIO	1.38
43	Helene Li	helene_wpli	1.35
44	Bill Nigh	BillNigh	1.25
45	Tripp Braden	TrippBraden	1.24
46	Jeff Willinger	jwillie	1.23
47	Jorge Segarra	SQLChicken	1.17
48	Amitav Bhattacharjee	bamitav	1.17
49	James Gingerich	jamesvgingerich	1.17
50	Mark Smith	marksmithvr	1.17

TOP 20 MARKETERS IN BUSINESS INTELLIGENCE

Rank	Name	Twitter Handle	Influencer Score
1	Maria Johnsen	iMariaJohnsen	100.00
2	Gil Press	GilPress	24.44
3	Jamil Ahmed	ahmedjr_16	59.06
4	Sarah-Jayne Gratton	grattongirl	35.81
5	Pinna Pierre	pierrepinna	31.82
6	Eric T. Tung	EricTTung	20.62
7	Guido Kerkhof	GuidoKerkhof	15.86
8	Dionisios Favatas	DioFavatas	14.28
9	Thomas L. Clark Jr.	CharlotteSoc360	13.54
10	Rosy	RosyCoaching	14.25
11	James Malone	jmalonepr	8.33
12	Isabella Jones	IsabellajonesCl	11.61
13	John G. Courtney	JohnGCourtney	11.73
14	Mohammad Khan	Danish_0786	12.40
15	Piyush Kulshreshtha	ThinkersPad	10.85
16	Franz Russo	franzrusso	10.65
17	Tony Thijs	OpenMarketingTV	8.84
18	Philippe Weickmann	weickmann	8.69
19	Jan Barbosa	JBarbosaPR	7.10
20	Mary J. Brawn	ileadgen	6.42



Brands **Top 100**

BRANDS 1 - 50

Rank	Name	Twitter Handle	Influencer Score
1	Power BI	MSPowerBI	100.00
2	Sisense	Sisense	54.76
3	Constellation R	constellationr	42.21
4	MicroStrategy	MicroStrategy	39.91
5	ipfconline	ipfconline1	40.62
6	7wdata	7wData	39.82
7	Acuvate Software	Acuvate	24.15
8	BARC	BARC_Research	21.08
9	Google Cloud Platform	GCPcloud	31.85
10	Data Science Central	analyticbridge	25.66
11	Qlik	qlik	21.69
12	Looker	LookerData	18.59
13	TDWI	TDWI	19.87
14	TIBCO Software	TIBCO	19.07
15	DATAVERSITY	Dataversity	19.03
16	DeepSingularity	DeepSingularity	17.27
17	Phocas Software	PhocasSoftware	16.49
18	Orcan Intelligence	Orcanintell	14.27
19	IBM Business Analytics	IBMBizAnalytics	15.57
20	JA Directives	Jadirectivestwt	12.38
21	EXPconsulting Corp	EXPconsultingES	11.31
22	CXP Group	CXPgroup	11.45
23	BRIDGEi2i Analytics	BRIDGEi2i	11.76
24	SAP Analytics	SAPAnalytics	14.57
25	Datanami	datanami	9.80
26	PowerPivotPro	powerpivotpro	8.93
27	AI Business	Business_AI	10.89
28	Big Squid	Big_Squid	7.85
29	TechnologyAdvice	Technology_Adv	8.71
30	LogiNext	LogiNext	9.24
31	Ventana Research	ventanaresearch	8.40
32	Digital Marketing	imarketing111	8.30
33	Marketing Products	globemarketing	8.09
34	Biz Comm Strategies	UCStrategies	10.08
35	Treadstone 71	Treadstone71LLC	20.19
36	Norway marketing	Norway888	7.08
37	Trifacta	Trifacta	7.45
38	Capterra	Capterra	7.64
39	Datameer	datameer	7.54
40	JAMSO	jamsovaluesmart	7.97
41	DataRobot	DataRobot	7.48
42	MapR Technologies	mapr	9.14
43	Analytics on Fire	analyticsonfire	7.38
44	Cloudera	cloudera	10.56
45	ESOMAR	ESOMAR	8.31
46	Mapbox #explorelocate	Mapbox	8.18
47	InsightSquared	insightsquared	5.98
48	Hitachi Vantara	HitachiVantara	6.98
49	Experian DataLab	ExperianDataLab	6.82
50	TrustRadius	trustradius	5.18

BRANDS 51-100

Rank	Name	Twitter Handle	Influencer Score
51	GetApp	GetApp	6.19
52	Microsoft Press	MicrosoftPress	10.62
53	Narrative Science	narrativesci	5.55
54	Microsoft Mechanics	MSFTMechanics	9.42
55	Osservatori Digital	Osserv_Digital	5.73
56	BPM Partners	BPMTeam	4.79
57	Oracle Analytics	OracleAnalytics	6.61
58	Dynamics 365	MSFTDynamics365	7.67
59	EMA Research	ema_research	5.78
60	SEO UKG B		4.92
61	Sage France	SageFrance	8.36
62	Microsoft in Business Canada	msft_businessCA	5.22
63	Curation Suite	CurationSuite	8.19
64	IT Central Station	ITCenSta	4.88
65	TOPBOTS	topbots	5.17
66	BIReady Australia	MobileBIAus	6.56
67	into.AI	into_AI	7.50
68	IBM Europe	IBMEurope	6.07
69	Accelerite	Accelerite	3.95
70	Algoworks	algoworks	5.45
71	TechEmergence	TechEmergence	4.07
72	Talend	Talend	5.83
73	UpSearch	UpSearchSQL	5.19
74	Gate Capital	Gate_Capital_Uk	10.00
75	You Brand	YouBrandInc	6.16
76	Avanade Inc.	AvanadeInc	5.31
77	DFJ Venture Capital	DFJvc	6.03
78	Strategy	StrategyFintech	5.15
79	SAP Mentors	SAPMentors	5.85
80	intelligentHQ.com	intelligentHQ	5.55
81	Sit At The Table™	SitAtTheTable	5.21
82	MBN Solutions	mbnsolutions	4.39
83	IT Crowdsource®	ITCrowdsource	5.21
84	Pitney Bowes	PitneyBowes	5.24
85	ZAP	ZAP_Data	3.39
86	Ultimate Software	UltimateHCM	5.09
87	SAPinsider	SAPinsider	4.70
88	emlyon b-school	EMLYON	4.70
89	semanticearth.com	SemanticEarth	4.73
90	Xprtly!	Xprtly	4.70
91	IT Tech BuZ	ittechbuz	3.67
92	Global Knowledge	GlobalKnowledge	8.41
93	CyberWarrior	CyberDomain	4.60
94	IT Chronicles	IT_Chronicles	4.47
95	Curation Traffic	CurationTraffic	4.40
96	SeattleDataGuy	SeattleDataGuy	4.25
97	Klipfolio	klipfolio	3.50
98	NetSquared	NetSquared	4.32
99	PMMI	PMMIorg	4.10
100	AvivaTink	AvivaTink	4.30



Publications

Top 50

PUBLICATIONS 1 - 50

Rank	Name	Twitter Handle	Influencer Score
1	CMSWire.com	cmswire	100.00
2	InformationWeek	InformationWeek	79.02
3	ZDNet	ZDNet	40.30
4	CIO.com	CIOonline	36.50
5	Blconnections	biconnections	31.77
6	TICbeat	ticbeat	18.30
7	Data Science Central	DataScienceCtrl	16.55
8	TechNative	TechNative	14.57
9	Dataconomy	DataconomyMedia	13.00
10	SmartData Collective	SmartDataCo	12.08
11	InsightBrief	InsightBrief	10.48
12	sBusinessAnalytics	BizAnalyticsTT	7.78
13	Datafloq	Datafloq	7.53
14	TechRepublic	TechRepublic	7.39
15	CIOReview	cioreview	7.17
16	frenchweb	frenchweb	6.46
17	SolutionsReview	Solution_Review	5.94
18	D/SRUPTION	DisruptionHub	5.42
19	SD Times	sdtimes	5.18
20	ITWeb News Publication	ITWeb	5.02
21	Digital Journal	digitaljournal	4.30
22	StartUpNews	StartUpRealTime	4.26
23	Analytics Vidhya	AnalyticsVidhya	4.23
24	IT Pro	ITPro	4.22
25	Security Testing	sectest9	4.17
26	HIMSS	HIMSS	4.09
27	HealthIT Policy	HITpol	3.90
28	PASS	sqlpass	3.67
29	AnalyticsWeek	AnalyticsWeek	3.65
30	DBTA Magazine	dbtrends	3.61
31	C-Store News	CStoreNews_	3.50
32	toptechticker	toptechticker	3.27
33	TechNative Wire	TechNativeWire	3.27
34	HealthITAnalytics	HITAnalytics	3.25
35	Primal Digest	Primal_Digest	3.11
36	Global News Report	robinsnewswire	3.01
37	FINTECHNA	fintechna	2.98
38	odbms.org	odbmsorg	2.97
39	Smart City Feed	smartcityfeed	2.97
40	Nexus Informática	nexusgrado	2.79
41	EdTech	EdGameTec	2.69
42	VizWorld.com	VizWorld	2.66
43	Tech Now or Never	TechNowOrNever	2.62
44	Business World	BusinessWorldIE	2.52
45	Social Media News	SMNewsdaily	2.50
46	TechVisor	TechVisorNL	2.46
47	IoT Journal	IoTJournal	2.46
48	Bigdata Analytics	BigdAnalytics	2.44
49	B2B News Network	B2BNewsNetwork	2.41
50	Infonomics® Today	InfonomicsToday	2.39

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Big Data and CX

ERP

Wearables

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