



SANTA CRUZ TECH BEAT

The go-to source for Monterey Bay tech

Digest #363

Ever wonder why it can take half an hour or more to travel just a couple miles on Mission Street? The Cloud Brigade team knew using a Machine Learning solution could deliver a better way to streamline the flow of traffic. Learn more below. And, in a second article from Cloud Brigade, check out Chris Miller's take on the importance of deep marketing analytics.

We haven't heard as much from Looker as we did before they officially became part of Google. We do, however, have an overview this week about Looker's product roadmap for 2021. In a second Looker article, learn how a social sector nonprofit is using Looker to solve new challenges in the housing crisis caused by COVID-19.

As usual, there's more. Scroll down and start reading!

Sara Isenberg
Founder, Publisher, Editor-in-Chief
Santa Cruz Tech Beat
<http://santacruztechbeat.com>

PS: Want to stay on top of the news each week without waiting for this digest? Follow us on [Facebook](#), [Instagram](#), and [Twitter](#).



Top Stories

**Our
Partners**

Ever wonder why it can take half an hour or more to travel 2.5 miles on Mission Street? Maybe machine learning can help. [Read the article.](#)

A look at Looker: Here is an overview of Looker's product roadmap in 2021. [Read the article.](#)

Q&A: Techstars Startup Weekend is coming up and is open to anyone age 16 and older. What's different at this year's event? [Read the article.](#)

Vanity website metrics like the number of visitors per month, bounce rate, and referral source don't begin to tell the story. Chris Miller explains the importance of deep marketing analytics. [Read the article.](#)

Solving for new challenges to the housing crisis caused by COVID-19 with data. [Read the article.](#)

The Osterbrock Leadership Program has been training future leaders in astronomy at UCSC for six years. Now the program is going national. [Read the article.](#)

Poly announces their new Executive Vice President, Chief Supply Chain Officer. [Read the article.](#)



CLOUD
BRIGADE



Looker



Jobs/Internships

- [View all job openings.](#)
- [Post your job.](#) Our jobs page is the most popular page in our website!



Paystand



Events

- Go to [our events page](#) for the most current information.
- [Submit your event.](#)



Santa Cruz Tech Beat is the heartbeat of TECH in the Monterey Bay. News, Events, Jobs, Resources, Thought Leadership, and more!

Visit our [website](#), follow on [Facebook](#), [Twitter](#) and [Instagram](#).



Join our
mailing list



Visit our
website

Connect with us

- Visit our [website](#).
- Subscribe to our [weekly news digest](#) (free).
- Read the [news](#) online.
- Check [upcoming events](#). Submit an event.
- View [job openings](#). Post a job.
- View the [Business Catalog](#). List your business.
- Find local tech [meetups and resources](#).
- Become a [Partner](#).
- Follow on [Facebook](#).
- Follow on [Twitter](#).
- Read [what folks are saying](#) about us.