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Web Analytics 2.0

Topic 2. Web Analytics strategy

Content

1. Measurement framework
2. Web Analytics Strategy

Class Question 2

Case 2

Kahoot 2

1. Measurement framework

1. Measurement framework

Measurement is the assignment of a <u>number to a characteristic</u> of an object or event, which can be compared with other objects or events. [Wikipedia]

Key Performance Indicators (KPIs) are a set of <u>quantifiable measures</u> that a company/industry uses <u>to calculate/compare performance</u> in terms of meeting their strategic and operational goals.

▷ From the **business perspective** KPIs have to be directly linked to overall <u>company goals.</u>

▷ From the **technical perspective** – data collection – they are <u>measures</u> to define and track specific business goals and objectives.

1. Measurement framework

Business Objectives & Strategic Goals

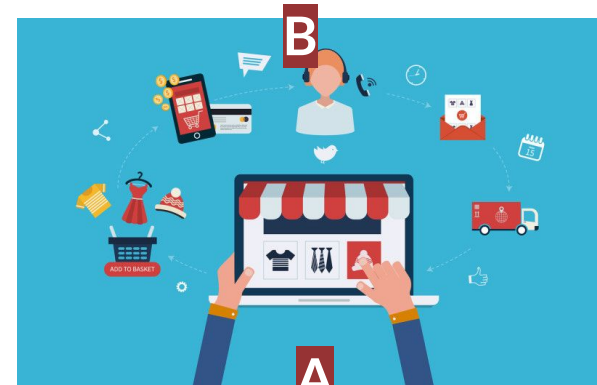▷ Website purpose - (1) to increase sales or (2) to decrease costs

1 -- Outputs / results

CSF: Lead generation
Brand awareness
eCommerce
Social networking
Entertainment

2 -- Inputs/ Costs:

CSF:Customer education
Self-service
Customer service
Informational
Intranet

1. Measurement framework

Critical Success Factors (**CSFs**) --

key actions that organization should focus on to fulfill strategic objectives.

▷ *Limited in number (key)*
▷ *Normally starts with the verb (actions)*

○ *To increase number of leads*

○ *To decrease number of calls to support service*

1. Measurement framework

A **KPI** provides evidence of the **degree** to which an objective is being attained <u>over a specified time</u>.

▷ *KPIs are suggested based on CSFs*

▷ *KPI can be counted or compared (is a number or ratio)*

○ *Increase leads <u>by 25%</u> over the next 12 months*

○ *Decrease calls <u>by 20%</u> over the next 12 months*

1. Measurement framework

Measures are <u>raw numbers</u> that themselves have limited usefulness.

▷ *need to be further related to each other*

- ○ *# Leads Month 1 - 2000*

- ○ *# Leads Month 2 - 3000*
- ○ *Increase by 25% ?*

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1. Measurement framework

Metrics are <u>calculations of Measures</u> and are always expressed as *rate, average, percentages or ratios*.

  ▷ *Can be calculated from measures in indefinite variations*

  ○   *Ratio of leads Month 2 over Month 1*

  ○   *Ratio of calls to support service Month 2 over Month 1*

150% percent

3:2 ratio

$$\mu = \frac{x_1 + \cdots + x_n}{n}$$

1. Measurement framework

Outcomes / Outputs	Inputs / Costs -- **Goal**
To increase leads	To decrease calls to support service **CSF**
Increase leads by 25% over the next 12 months	Decrease calls by 20% over the next 12 months **KPIs**
Ratio of leads Year 2 over Year 1 Ratio = #leads year 2/#leads year 1	Ratio of calls to support service Year 2 over Year 1 **Metrics**
# Leads Year 1, # Leads Year 2	#Daily calls to online support Year 1 #Daily calls to online support Year 2 **Raw numbers**

all KPIs are Metrics, but not all Metrics are KPIs

1. Measurement framework

CSF/objectives → KPI/metric → Measure /Raw data

| On-time in-full delivery | → | % of on-time in-full deliveries | → | Time and quantity delivered |

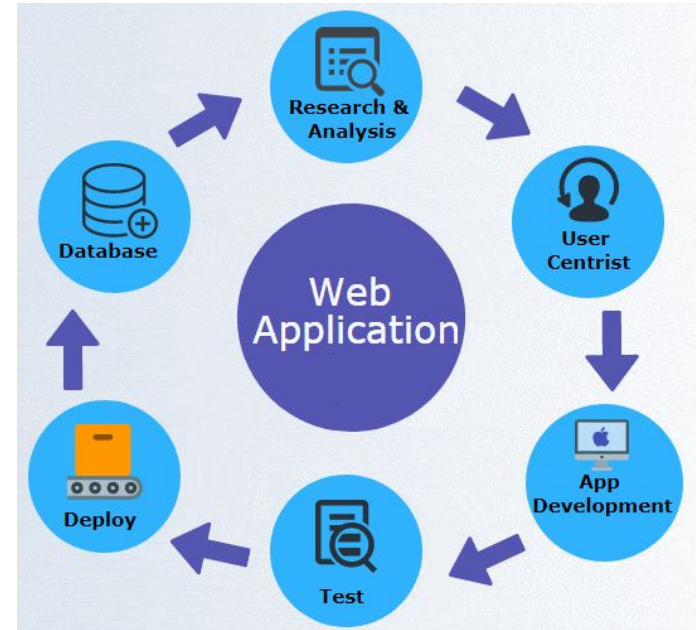| Calls answered within 5 rings | → | % of calls answered within 5 rings | → | Time to answer each call |

2. Web Analytics Strategy

"*Life is about taking action, and if your work is not driving action, you need to stop and reboot.*" © A.Kaushik

2. Web Analytics Strategy

Web application

1. "**Use** digital" - understanding and

2. "**Be** digital" - optimizing
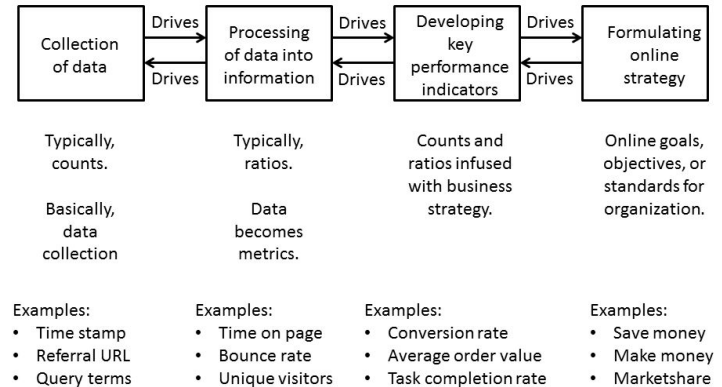

| Information | → | Actions | → | Outcomes |

2. Web Analytics Strategy

Web analytics is

the **measurement** of web data
(collection, reporting, analysis)
for purposes of
understanding and optimizing
web application. [adapted
from Wikipedia]
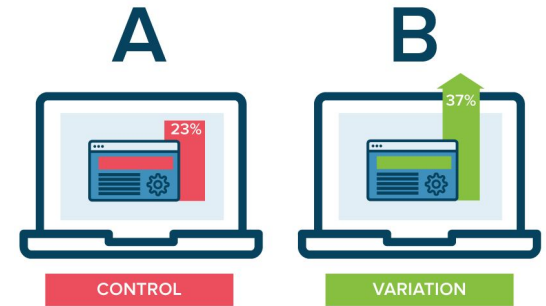
Basic Steps of Web Analytics Process

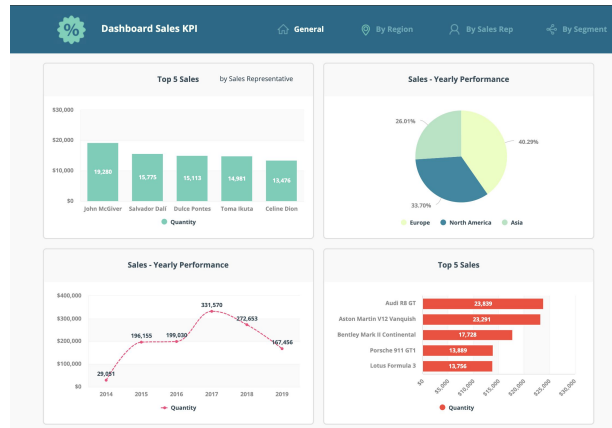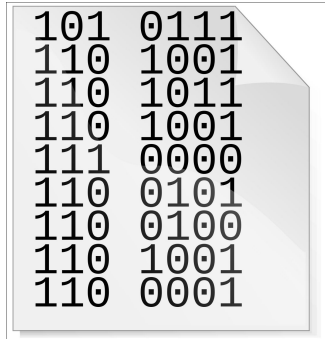Source:https://i.pinimg.com/originals/a3/ae/bb/a3aebba76676ca1b858e6321f426f7a5.png

2. Web Analytics Strategy

Objectives → Information → Implementation → Actionable Insights

Data collection
(Data sources, Measurement Tools, Raw Data)

Data reporting
(Filtration, Segmentation, Metrics, Dashboards)

Data analysis
(Experimentation, Actionable insights, Optimization)

Questions?