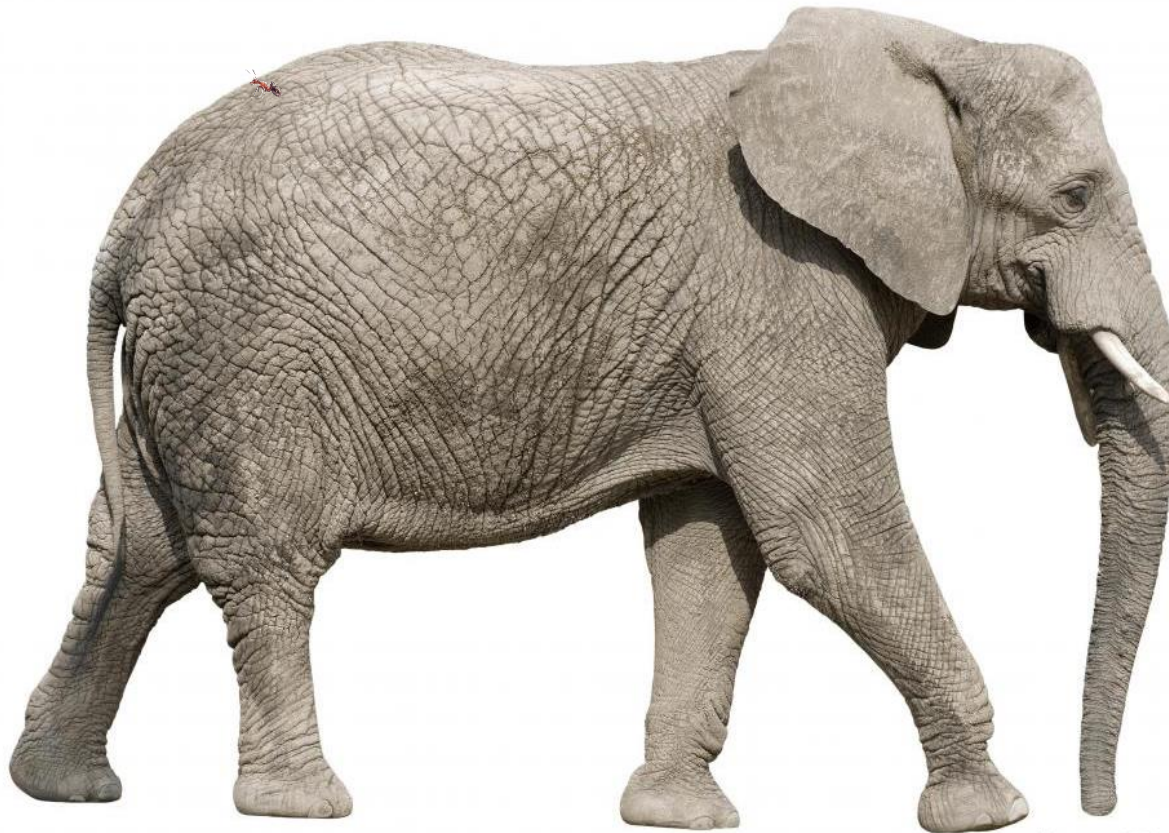# Spring Cleaning in the House of Analytics

- Another approach to data

IIH NORDIC
Improving online business & marketing

So – what is this?
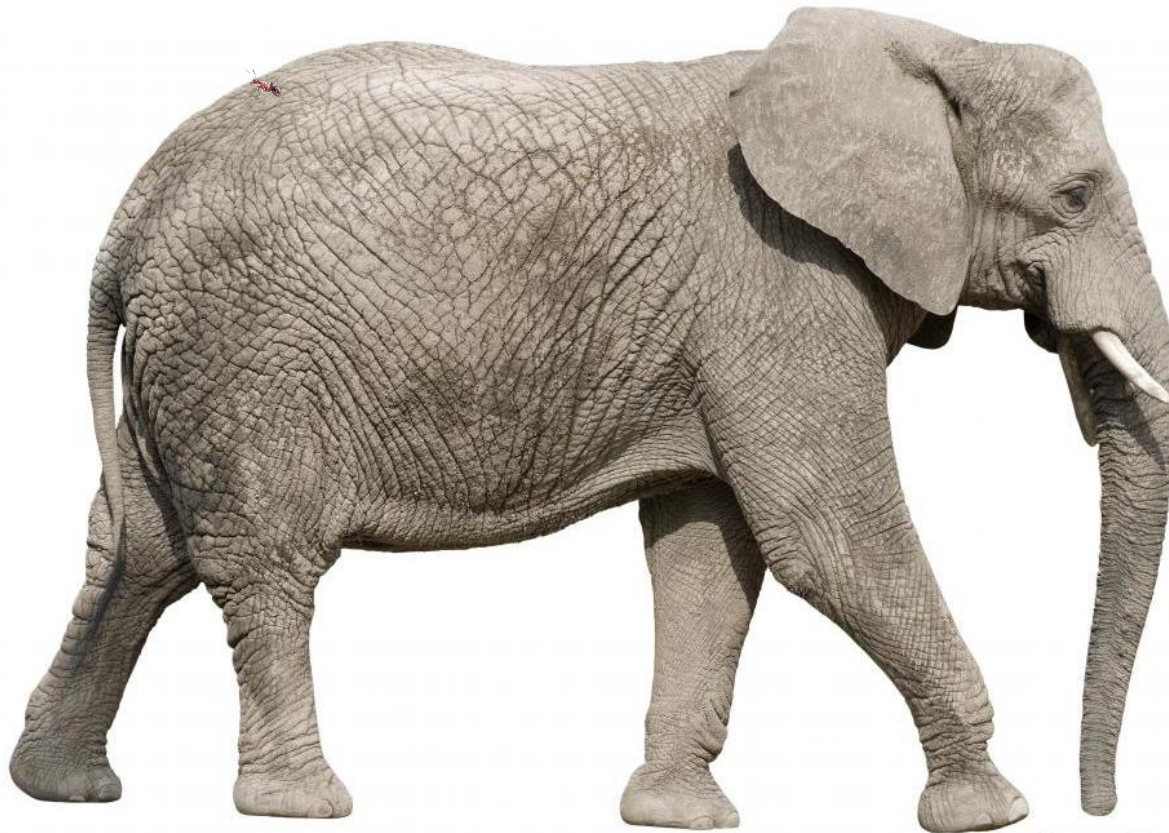

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So – what is this?

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The ant on the elephants arse

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The art of flying

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Call me - Steen

» Steen Rasmussen:
Senior partner and co-founder,
nominated as global analytics
"Practitioner of the year"
both 2014 & 2015

» IIH Nordic:
One of the largest digital specialist
agencies and the largest analytics
agency in the Nordics
"Best Danish Analytics House" 13-16

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The 4 themes for my talk

- Role of the "web analyst"
- Decisions & recommendations
- Context
- Asking "bigger" questions

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The key issue…

What we are doing now is NOT wrong…
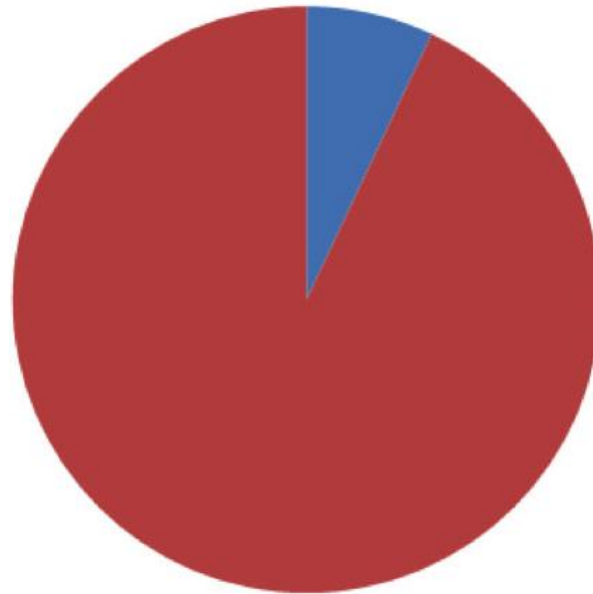
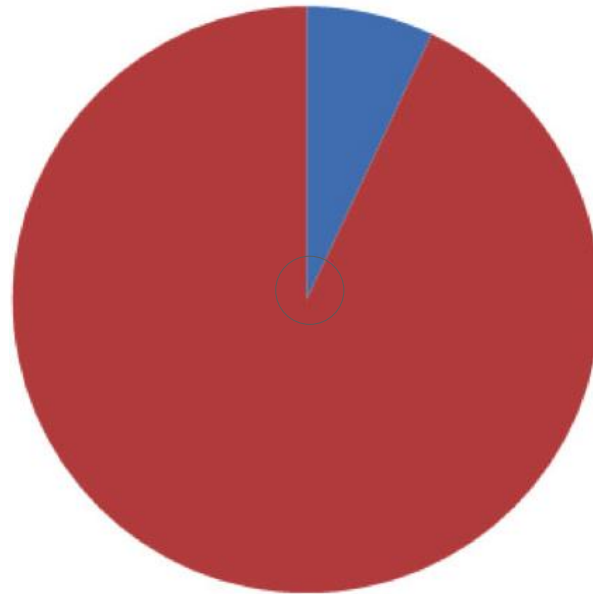It just isn't the complete value we can bring to the table

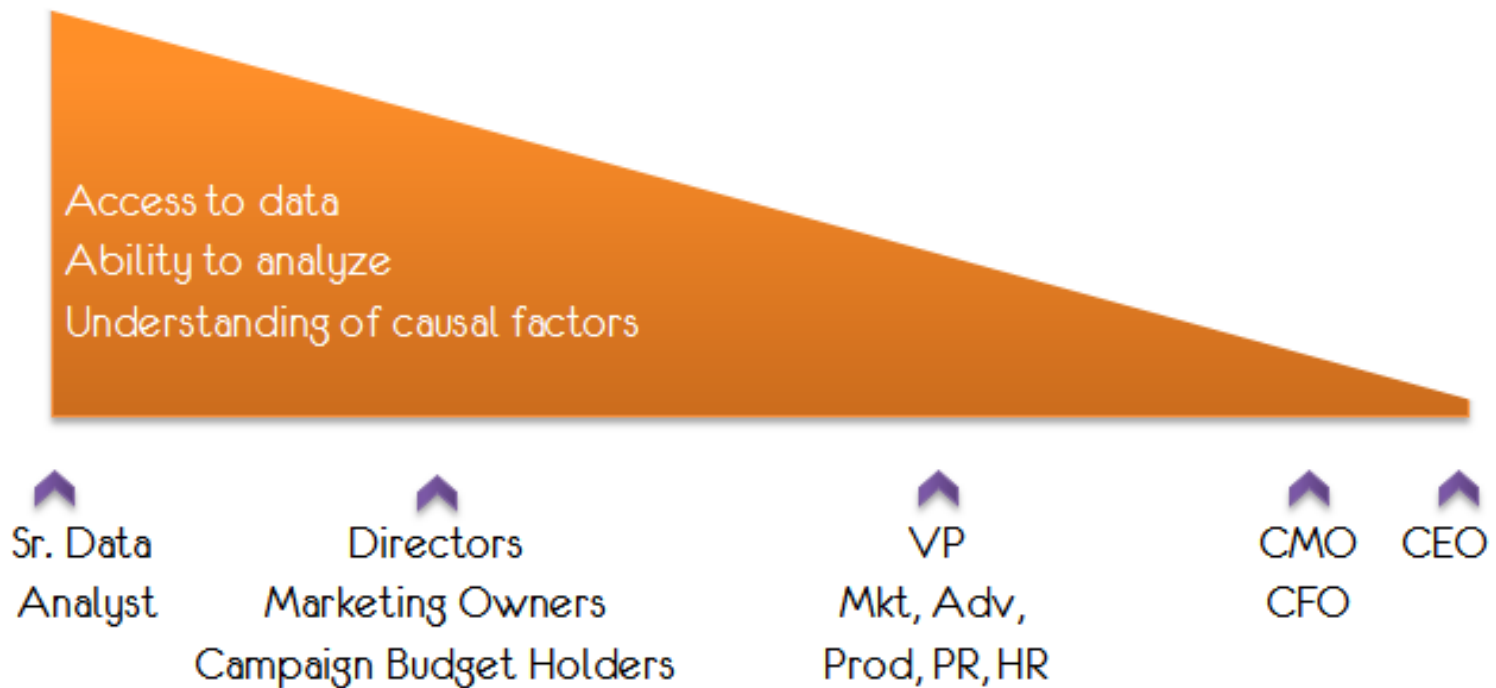IIH NORDIC

Granularity

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The pie chart of wisdom

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The pie chart of wisdom

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Everybody has data... get over it

Access to data
Ability to analyze
Understanding of causal factors

Sr. Data Analyst

Directors
Marketing Owners
Campaign Budget Holders

VP
Mkt, Adv,
Prod, PR, HR

CMO
CFO

CEO

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The data WE really have…

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Why you are not…

A Web Analyst

But a

Data-driven Business Developer

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Reading data

I got a dig bick.
You that read wrong.
that awkward when you
read that wrong too.
And said "moment" after awkward.
This is awkward.

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Data Quality – Who dares?

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Question

$$Q+D+A=R+I$$

Question+ Data+ Analysis =Recommendation +Impact

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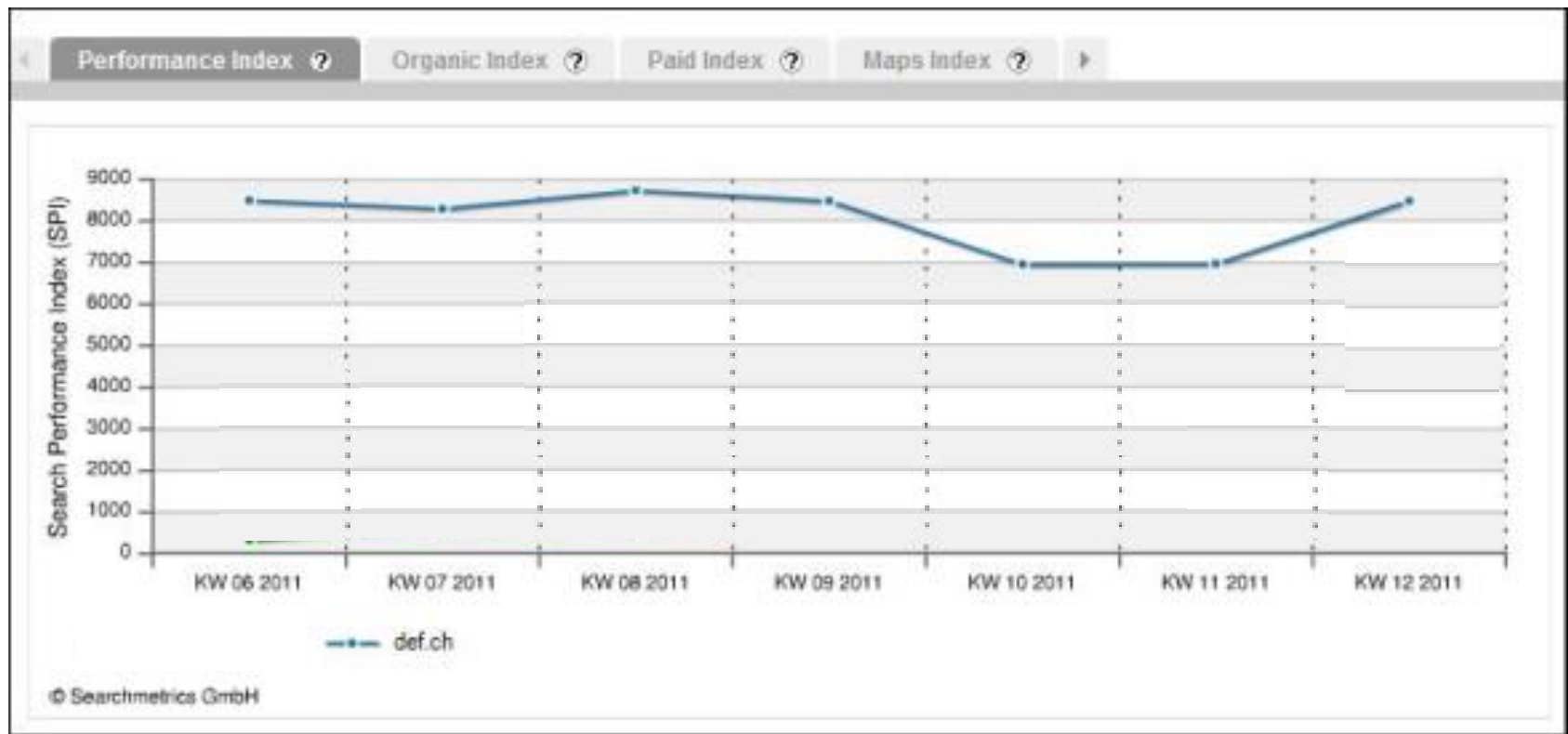
Context

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Question

$$Q+D+A=\frac{R+I}{C}$$

Question+ Data+ Analysis =Recommendation +Impact
Context

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SEO - So how are we doing?

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SEO – How are we doing now?

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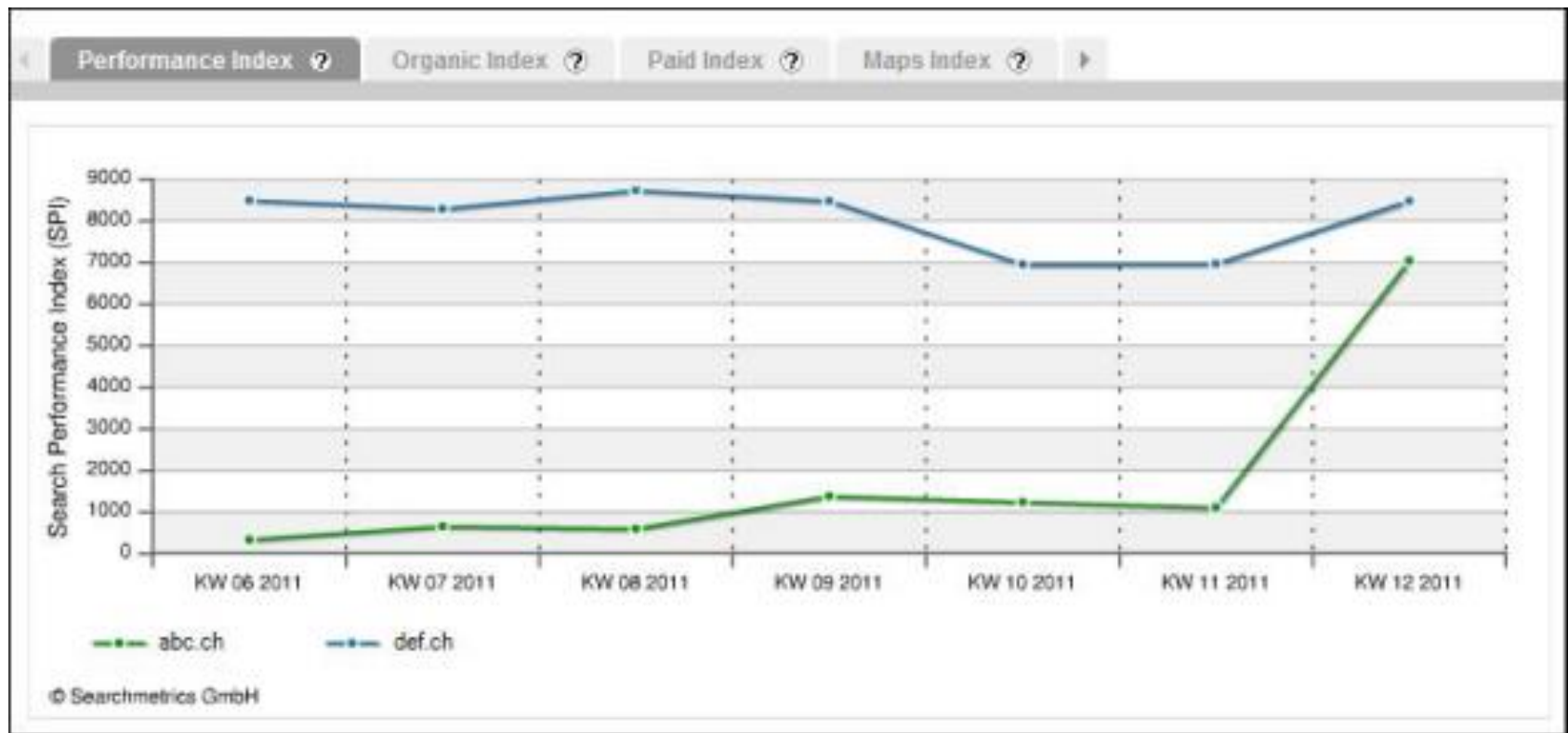
Where do you find context

Business Intelligence

Financial data

Production cost

CRM data

Business goals

HR data

Sales data

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7 areas for "big" questions

1. Goals

2. Demand

3. Segmentation

4. Competitors

5. Trends

6. Performance

7. Data Quality

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An digital "amuse-bouche"

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1. Goals

Do our website cover all our business objectives?

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2. Demand

What products are dropping in demand?

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3. Segmentation

Which activities seem to be attracting most of the unprofitable customers?

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4. Competitors

How are we doing compared to our competitors?

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5. Trends

Which key trends from our own data should be considered when planning the future?

https://mark.shinyapps.io/ga-effect/

blog post: http://online-behavior.com/analytics/statistical-significance

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6. Performance

Are there any business goals that are not realistic according to the results of our data?

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7. Data Quality

*Are there any indicators
that show there could be
a critical problem with the
accuracy of our data?*

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Combinations & mutations

1. Goals
2. Channels
3. Segmentation
4. Competitors
5. Trends
6. Performance
7. Data quality

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IDA – Insights Demand Action

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4 take aways

1. Beware of granularity

2. Data without context sucks

3. You are not a web analyst

4. To win big you need to think big

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