

THESSALONIKI  
**digital analytics**  
MEETUP

# SKG goes to MeasureCamp London

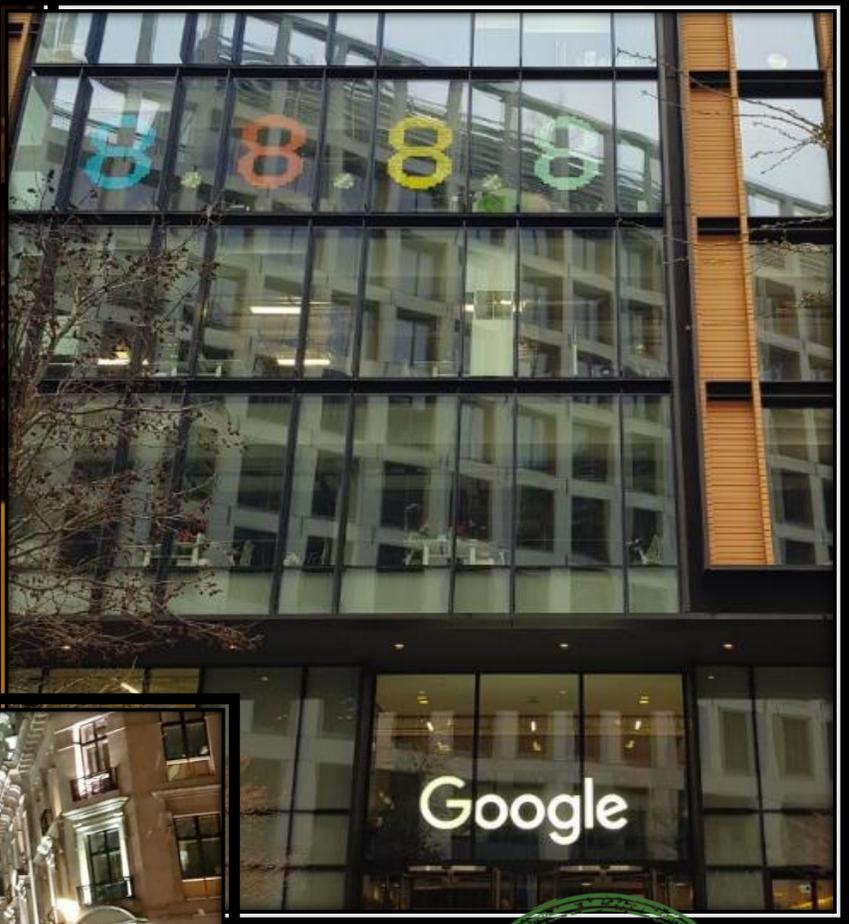
Thessaloniki Meetup #6

21 Mar 2018



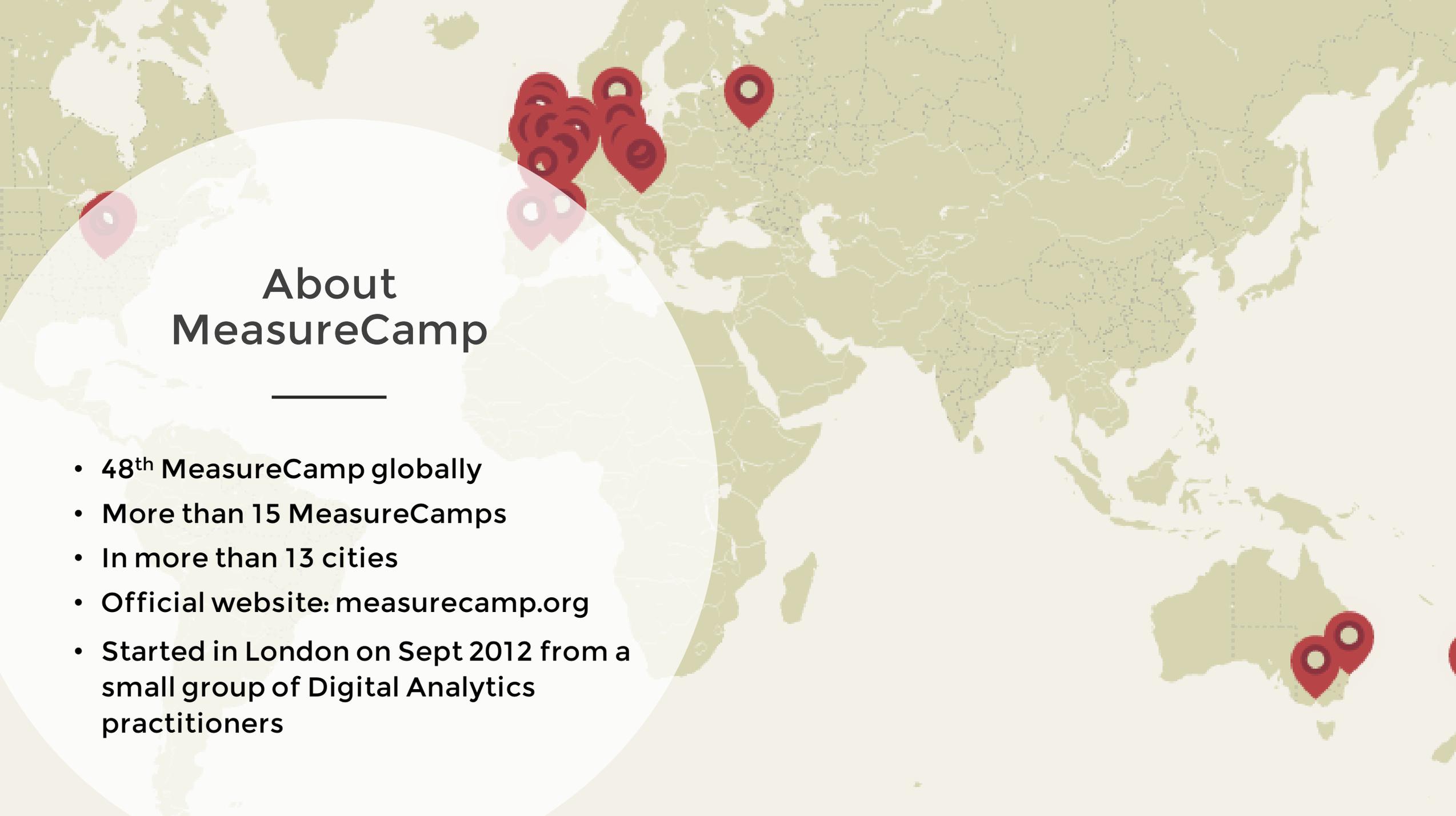


# London



# About MeasureCamp

- It's an unconference
- 8 - 30 min sessions in 4 - 10 rooms of variable size
- Tickets are limited but free
- No sales talks allowed
- Held on a non-workday, every 6 months
- ~ 200 Attendees

A world map with a light green and yellow color scheme. Several red location pins are placed on the map, primarily in Europe and Australia. A large white circle is overlaid on the left side of the map, containing text.

## About MeasureCamp

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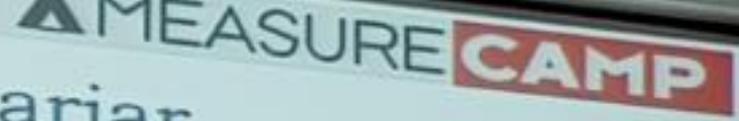
- 48<sup>th</sup> MeasureCamp globally
- More than 15 MeasureCamps
- In more than 13 cities
- Official website: [measurecamp.org](http://measurecamp.org)
- Started in London on Sept 2012 from a small group of Digital Analytics practitioners



On that day

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# The MeasureCamp Swearjar



- “Anything”) hacking
- Data-driven insights
- Engagement
- It depends
- Big data
- Customer centric
- Thought leadership
- Operational intelligence
- Disrupter/disruptive
- Internet of Things
- Guru/Rockstar/etc
- Unicorn
- Futurologist
- Onboarding
- Artificial Intelligence

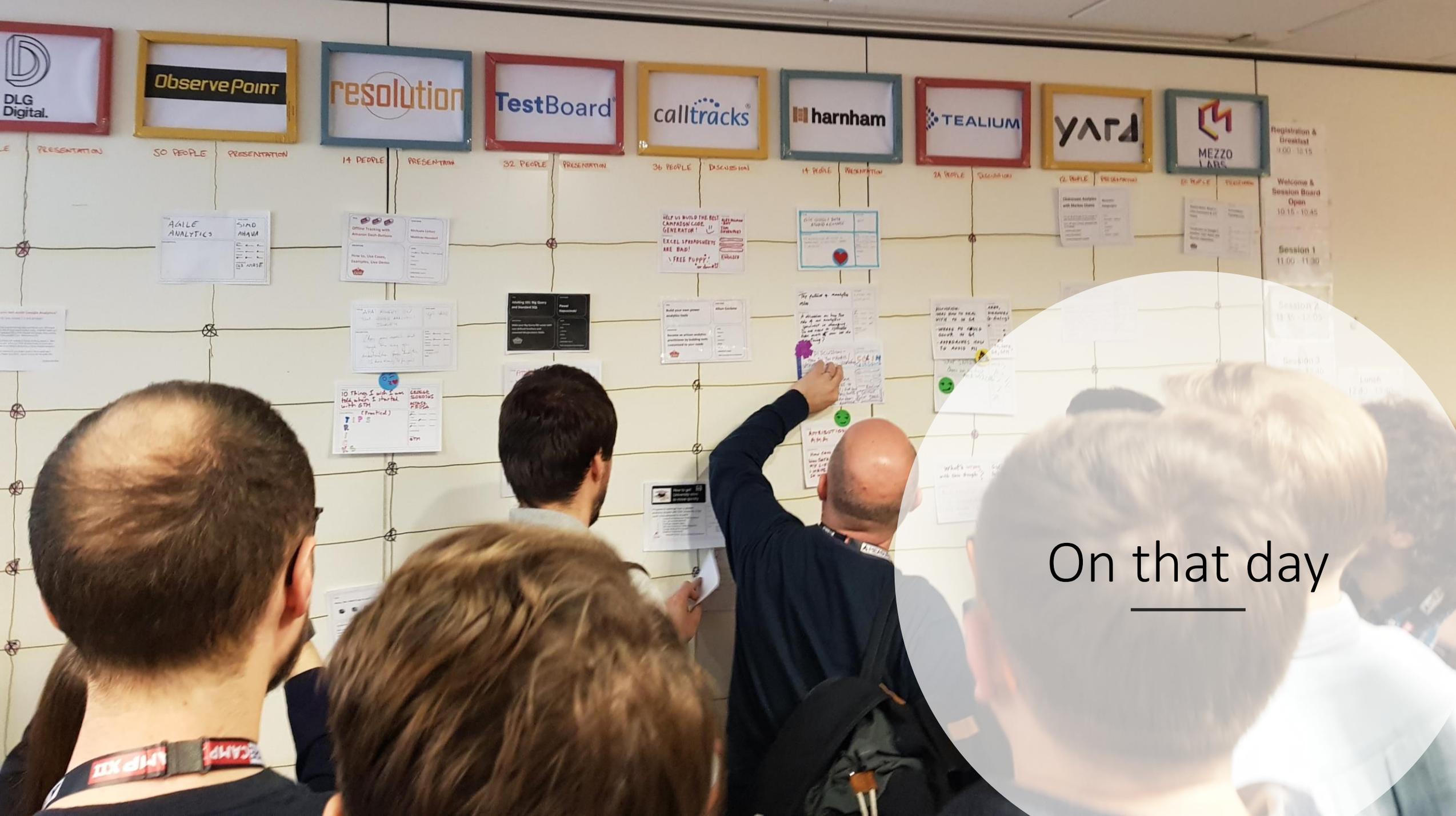
[bit.ly/measurecamp12](http://bit.ly/measurecamp12)

On that day



On that day

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50 PEOPLE PRESENTATION

14 PEOPLE PRESENTATION

32 PEOPLE PRESENTATION

36 PEOPLE DISCUSSION

14 PEOPLE PRESENTATION

24 PEOPLE DISCUSSION

12 PEOPLE PRESENTATION

10 PEOPLE PRESENTATION

Registration & Breakfast  
9:00 - 10:15

Welcome & Session Board  
Open  
10:15 - 10:45

Session 1  
11:00 - 11:30

Session 2  
11:45 - 12:05

Session 3  
12:15 - 12:45

Lunch  
12:45 - 1:15

AGILE ANALYTICS  
SIND ANWA  
OS ADRIE

Optimal Tracking with  
Adaptive Dash-Buttons  
Adaptive Content  
Marketing Personalization

HELP US BUILD THE BEST  
CAMPAIGN CAGE  
GENERATOR!  
EXCEL SPREADSHEETS  
ARE BAD!  
FREE PUPPY?

What's going on here?  
A diagram with a red heart and a blue circle.

ABA...  
This is a diagram with a blue circle and a red heart.

Building the Big Game  
and Personalized

Build your own game  
analytics page  
Adaptive Content

The future of analytics  
A diagram with a purple flower and a green smiley face.

RESEARCH  
HOW TO DEAL  
WITH THE DATA  
INCREASE THE QUALITY  
OF THE DATA  
APPROACHES HOW  
TO HANDLE THE DATA

10 Things I wish I was  
paid to learn about  
with GTM  
(Practical)  
GTM

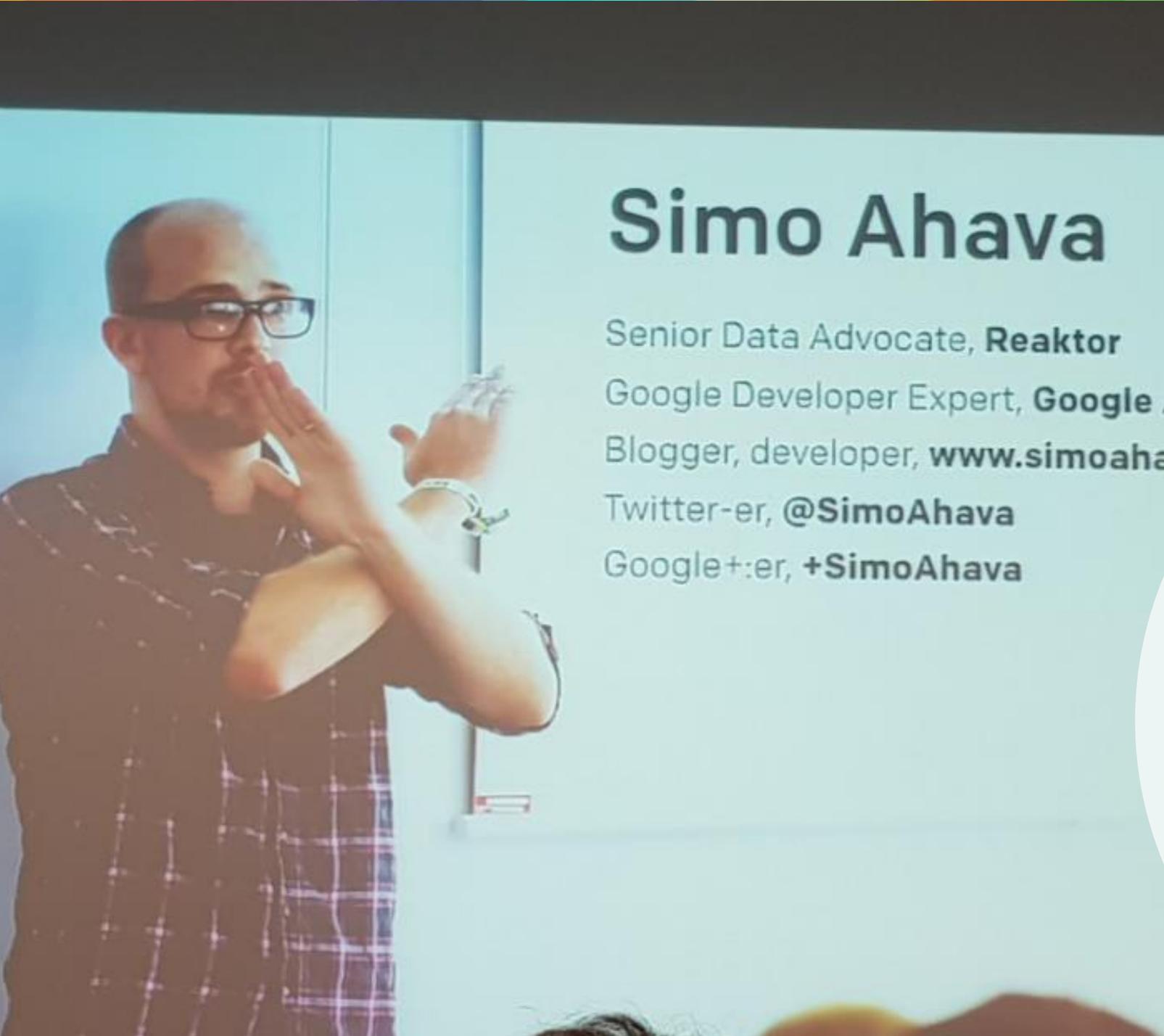
How to get  
the most out of  
your analytics

What's wrong  
with the people?

On that day



On that day



# Simo Ahava

Senior Data Advocate, **Reaktor**  
Google Developer Expert, **Google**  
Blogger, developer, [www.simoahava.com](http://www.simoahava.com)  
Twitter-er, **@SimoAhava**  
Google+er, **+SimoAhava**



## Agile Analytics

What can we learn from  
methodologies?

On that day

[@SimoAhava](#) from [@ReaktorNow](#)

# Presentations

- Videos recordings available [here](#)
- Presentation files available [here](#)
- Most presentations around:
  - Google 360 tips & tricks
  - ETL tools
  - Attribution
  - Automated reporting (Tools, Techniques, Alerts)
  - Data science (Python, R, Statistic analysis)



# MeasureCamp XII

6 Interesting presentations + 1 cool technology

# (ETL) Apache beam

- Powerful framework for ETL and data transformation pipelines (Java & Python SDKs)
- Open source
- Easy to setup on Google cloud- No DevOps required
- **Batch** or **Stream** processing with the same code
- Useful links: [beam.apache.org](https://beam.apache.org) & [cloud.google.com/dataflow](https://cloud.google.com/dataflow)

# (ETL) Apache beam

- Recalculate visits with different durations
  - Difficult to recalculate visits in GA and Adobe Analytics
- Accurately calculate Kiosk / POS traffic in a busy store
- Built with 250 lines of source code
  - Initial lines processed: 115 Million
  - Initial data size: 50 GB
  - Total processing time: 75 minutes

# (Tip) Steps to data driven website

- Step 1: Use a [KPI cheat sheet](#)
- Step 2: GTM dev guide [book](#) / Use CMS plugin to collect data
- Step 3: Configure GA ([Checklist](#))
- Step 4: Analyze using dashboard templates ([Gallery](#))
- Step 5: Automated remarketing ads ([AdWords help](#))

# (Analytics) Analyzing Clickstreams

- Ideal Clickstream (Visitor ID, Session ID, Timestamp, Page)
- Analysis types:
  - Future click prediction with Markov Chains (Preloading)
  - Transition probabilities mapping w/ Markov chains (Personalization)
- Markov chains: Model evolution of dynamic complex systems in time
- [R package](#) for analysis (Michael Scholz)
  - Cluster
  - Model as Markov chain
  - Visualize and calculate transition probabilities
  - Predict

# (Tip) eCommerce for content websites

- GA enhanced eCommerce ([dev guide](#))
- Use cases: Job site, Government website, Newsletter
  - Website conversions = Transactions
  - Converted content = Product
  - Sections = Product category
- More default reports in GA
- Monitor clickthrough

# (DIY) Personalization with GTM

- Why?

1. You have the data, use it for free website personalization
2. Boost conversions

- How?

1. Segment visitors according to their characteristics
2. Show them consistently a different website version
3. Measure impact with GA

(Coding skills required)

# (Tip) 5 (out of 30) Google analytics tips

1. Think outside the box and evaluate requirements when capturing data (e.g. product stock, weather, subscription)
2. Always record previous page and full URL (404s, broken links)
3. Record search results, look for zero results
4. Use GA campaign tracking
5. Measure basket value (Abandoned basket tracking)



# Scitylana

- Extract unsampled data from GA
- Extract click (in the highest degree of detail) data
- Integrate data with CRM / ERP systems
- Use data in a BI tool (e.g. Power BI, Excel, Tableau)
- Works with free GA account

<https://www.scitylana.com/>