



Digital analytics

The road to glory

Alexandros Mylopoulos

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8 years

2,000+ reports

1,000+ meeting hours



clients





Requirements



5%

% of effort

Workflow

- Identify stakeholders
- Understand business needs
- Set & prioritize KPIs
- Specify budget & tools

Output

- Project scope
- Timeline
- € allocation

Tools & Skills



analytics experience
planning market knowledge
office politics

Challenges

- Strategy not clear
- Uninformed decision-making
- Limited resources

Automation potential





Tracking



5%

20%

% of effort

Workflow

- Design framework
- Configure tools
- Implement & refine
- Document & maintain

Output

- Data architecture
- Custom tracking pixel (.js)
- Solution design document

Tools & Skills



web technologies



devops

tidiness

thoroughness

Challenges

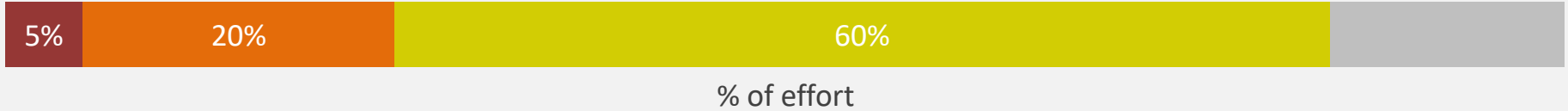
- Data quality
- Implementation continuity
- Vendor lock-in

Automation potential





Reporting



Workflow

- Pick optimal layout
- Design & set up reports
- Analyze data
- Generate insights

Output

- Data files (e.g. xls)
- Dashboards in BI tools
- In-depth analysis (e.g. ppt)

Tools & Skills



Google Analytics



visualization

storytelling

Challenges

- Talent shortage
- Tool limitations
- Data siloed or not clean

Automation potential





Action



% of effort

Workflow

- Select appropriate channel
- Deliver fast & spot-on
- Educate audience
- Follow up & close the loop

Output

- Emails-IM
- Tickets in collaboration tools
- Follow-up analysis

Tools & Skills



digital marketing

clarity

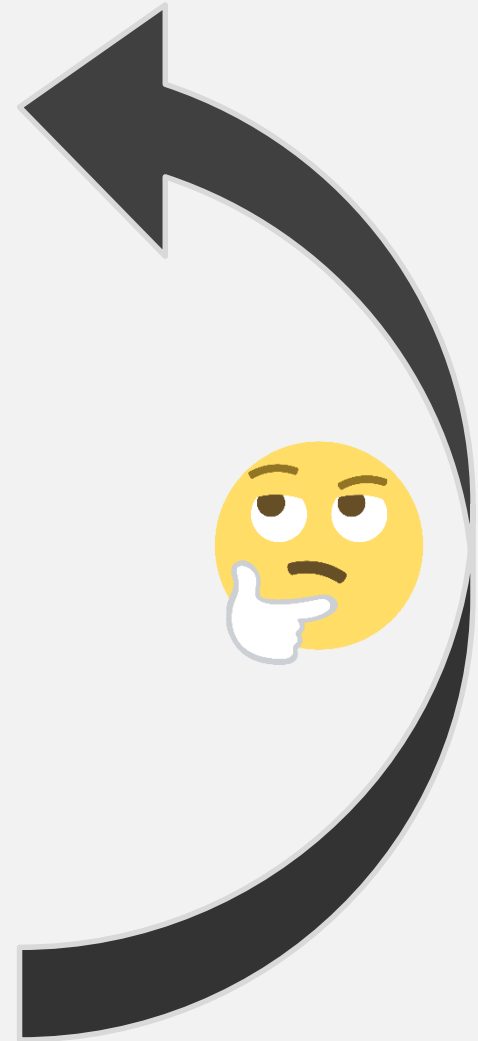
persistence

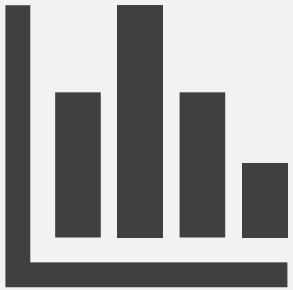
Challenges

- Wording not right
- Assignment & calibration
- ROI not clear

Automation potential







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