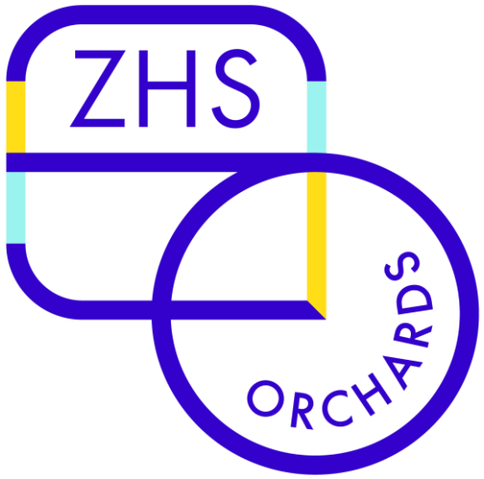
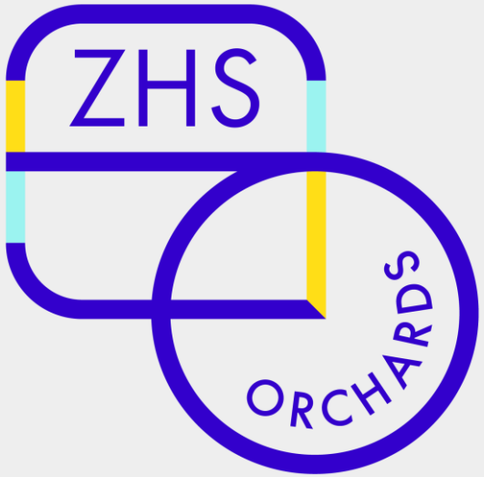


Digital Analytics Lunchtime Workshops

6th Aug – Quadfurcation of Digital Analytics Tools

G’day I’m Peter

- Australian
- Lived in London for 16 years
- Now making a home in the Netherlands
- Worked in Digital Analytics since 2006
- Launched own agency in 2010, merged in 2016, sold in 2018, exited last year
- Founder of MeasureCamp
- Back freelancing as a Data Strategy Director



Weekly Lunchtime Workshops

- Trying out a new idea/approach to sharing my ideas
  - Not everyone reads blog posts
  - My ideas don’t translate well to a formal course
- 45 min lunchtime sessions
  - Allow people to follow along in their lunchbreak
  - Keeping to the MeasureCamp style
  - My bit should be ~ 20min than Q&A
- I want sessions to be practical
- Purpose of workshops
  - To share my knowledge with others
  - Best way to challenge/develop ideas, make them public
  - Lead generation

Part 1: Concept Quadfurcation of Digital Analytics tools

Web Analytics tools: One size fits all

- Single UI for each tool
- Used by everyone, whether hated data or could make data dance

Coming Bifurcation in Web Analytics tools

http://blog.webanalyticsdemystified.com/weblog/2010/02/the-coming-bifurcation-in-web-analytics-tools.html

Google Analytics

Coming Bifurcation in Web Analytics tools

Regardless of the technology you choose, the bifurcated solution looks kind of like this:

- For your business users you simply do an awesome job implementing all the great new functionality present in Google Analytics;
- Using very simple Javascript libraries you "copy" the data you're sending to Google Analytics and pass it along to Omniture Insights (OI);
- At the same time you add whatever other information you need to pass to OI, either because GA can't handle it or you've filled all your custom variables;
- In OI you transform the data to match what GA is doing as closely as possible, knowing full well the data will never match because of GA sampling and the reality of our industry;
- In OI you add to the data with whatever you need, either via transformation, lookup tables, custom metrics and dimensions, whatever …

With these technologies in place you now have two things:

1. A very appropriate solution for your internal business users, one they will likely embrace thanks to it's simplicity, it's beauty, and it's Googliness;
2. A very powerful solution for your web analysts that is largely based on what your business users are looking at.

Updated to a Quadfurcation

1

2

3

4

https://www.ayima.com/uk/insights/the-quadfurcation-of-web-analytics.html

Part 2: Description
Four levels of data usage

Level 1: Standard Reporting

1. Reporting layer with dashboards and standard reports
2. Available to all, used by non-analysts
3. No need to log into tool that can overwhelm
4. No features that allow drilling into data
5. Is performance good or bad, is there a need to review data in more detail?

Level 2: Simple Analysis

1. Analysis tool but with limited features/reports enabled
2. Used by non-analysts who are comfortable with data
3. Limitations in place to encourage comfort levels/usages
4. Apply predefined segments, change data range, drill into reports, trend data
5. Provides answers to standard/expected questions

Level 3: Ad Hoc Analysis

1. Analytics solution with full range of features and functionality
2. Intended to be used by Analysts only
3. Very flexible allowing user to explore the processed data in every direction
4. Custom segments, dimension/metric combinations, breakdown, visualisations, etc
5. Explore data to answer most questions that arise within the business

Level 4: Deep Dive Analysis

1. Access to raw data to be used as desired
2. Used by Data Scientists (or Analysts who are comfortable manipulating raw data)
3. Use programming language to manipulate raw data in desired manner
4. Build your own features
5. Build models, forecasts and custom explorations of the data

Part 3: Review
Options for each tool

Google Analytics: Universal Analytics

Standard Reporting

Google Analytics Dashboards

Data Studio Dashboards

Simple Analysis

Universal Analytics UI (although can't hide functionality/reports)

Custom UI created within Data Studio

Ad Hoc Analysis

Full range of Universal Analytics functionality e.g. custom reports, advanced segmentation

Deep Dive Analysis

BigQuery (if have GA360)

Various non-Google workarounds

Piwik Pro

Standard Reporting

Scheduled dashboard exports

Publicly shared reports / dashboards

Static Data Studio dashboards

Simple Analysis

Predefined Piwik PRO reports (can hide reports not relevant to user)

Ad Hoc Analysis

Full range of Piwik PRO functionality e.g. custom reports, segmentation, user flow

Deep Dive Analysis

Raw data access and analysis in any of available BI tools e.g. Tableau, tools connected to Azure

Adobe Analytics

Standard Reporting

Adobe Analytics Workspace: templated dashboards

Simple Analysis

Adobe Analytics Workspace: templated custom UI

Ad Hoc Analysis

Adobe Analytics Workspace: no templates

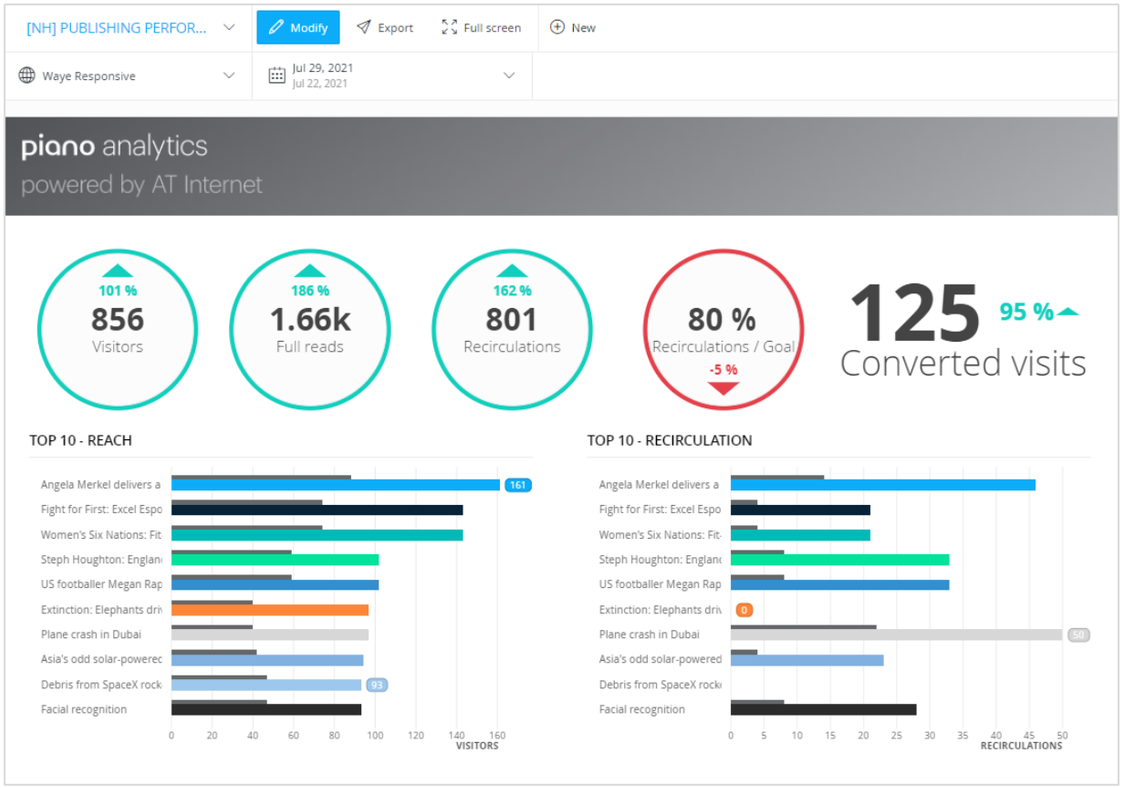
Deep Dive Analysis

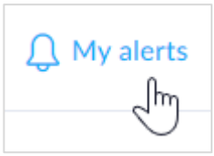
In-built data science tools

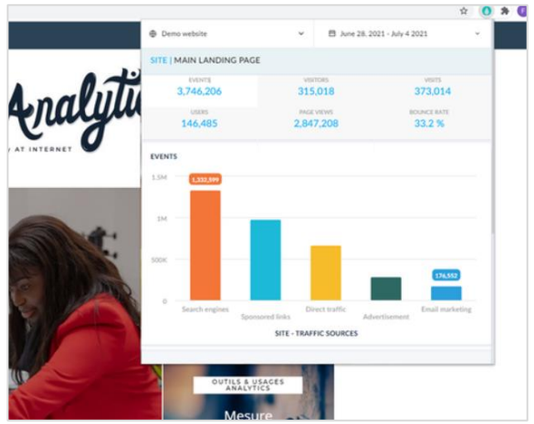
Data Feeds (hit level raw data)

Experience Platform / Data Science Workspace (Jupyter notebook)

Piano Analytics: Standard Reporting







Dashboards

Real-time performance dashboards

Each widget is fully customizable

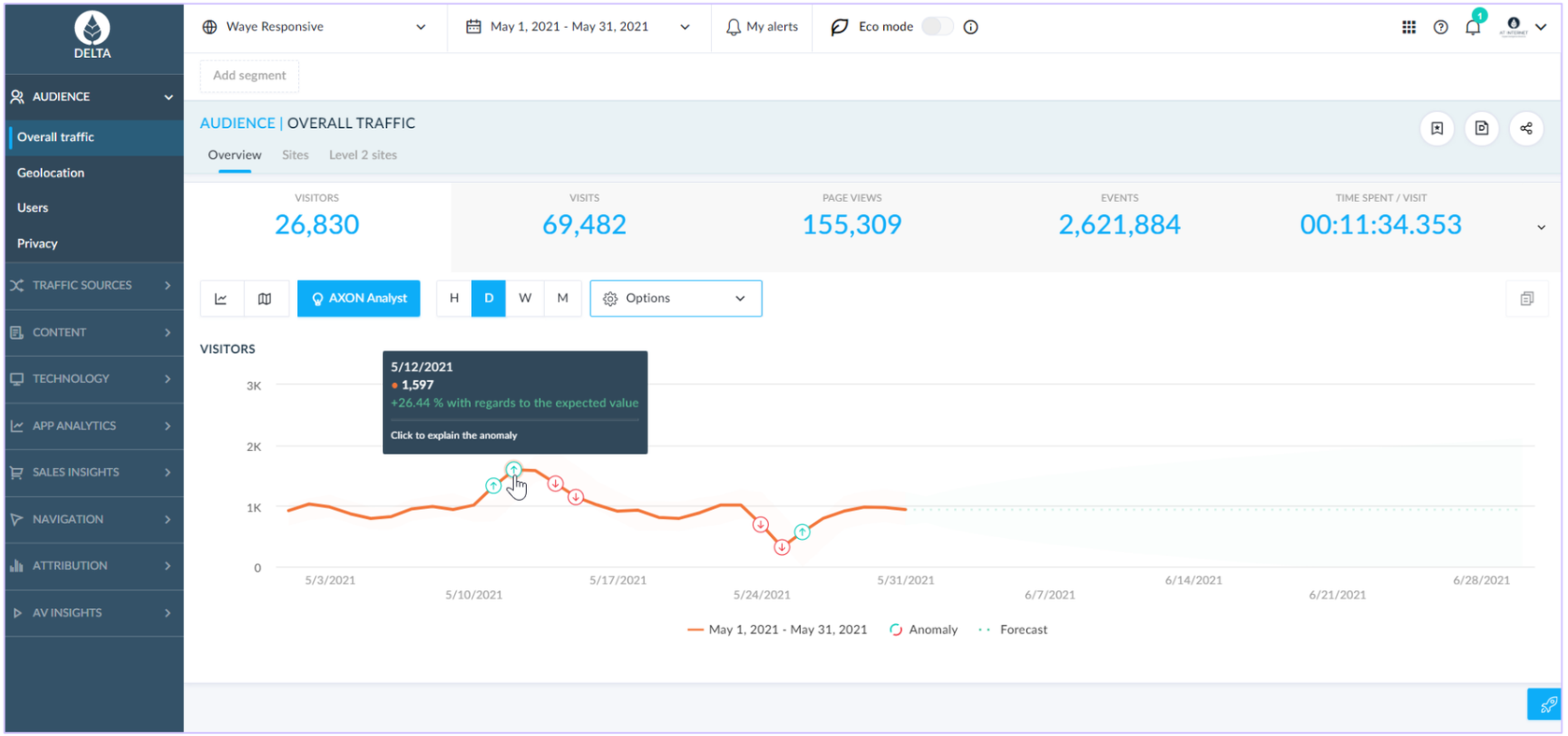
Pre-defined by creator: No interactivity for the viewer (except aggregation level and date picker)

In-browser viewing or PDF/email export

ML-based alerting

In-page analytics via browser extension

Piano Analytics: Simple Analysis



Explorer

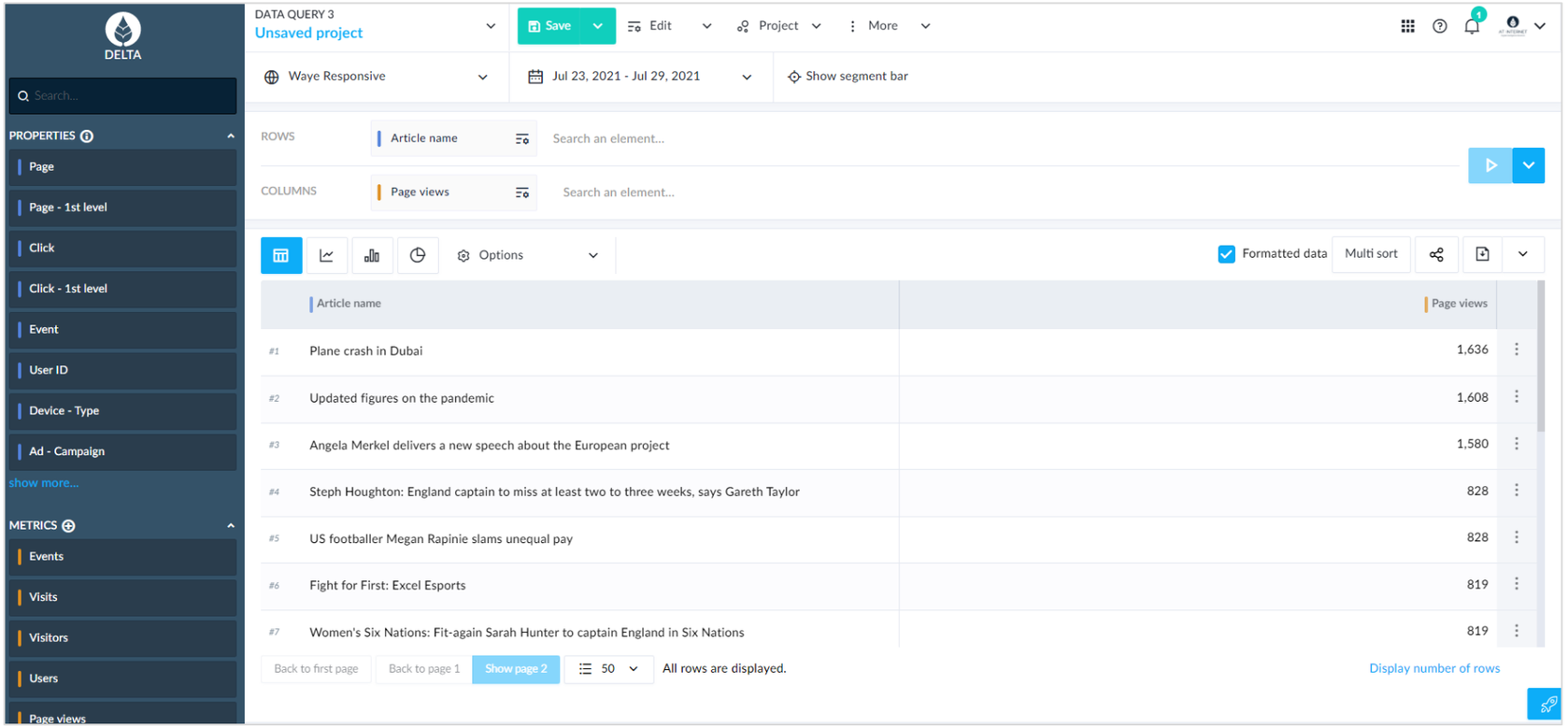
Pre-built and readily available OOTB reports

Customizability of each report

Fully integrated audio/video/e-commerce reports

Advanced insights (ML based anomaly detection, contribution, attribution)

Piano Analytics: Ad Hoc Analysis



Data Query

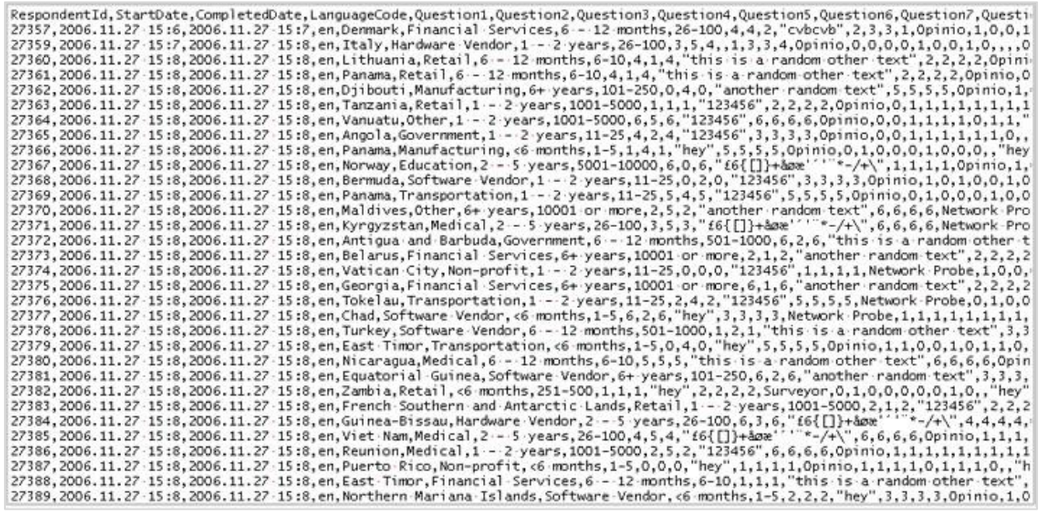
Drag and drop data mining across all (standard & custom) properties, metrics, and segments

Visual no-code interface for SQL-like queries

Advanced query builder (filters, functions on metrics, functions on properties, breakdowns)

Instant API connection to resulting dataset

Piano Analytics: Deep Dive Analysis



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27374,2006.11.27 15:8,2006.11.27 15:8,en,Vatican City,Non-profit,1 - 2 years,11-25,0,0,0,"123456",1,1,1,1,Network Probe,1,0,0,
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Data Flow

Raw data API

Integration in data warehouses, data lakes etc.

Event-level raw data delivery to S3/FTP in ~15 minute intervals

Option for direct Snowflake integration

Piano Analytics

Standard Reporting

AT Internet Dashboards (created by analyst, shared with users)

Simple Analysis

AT Internet range of Out of the Box reports

Ad Hoc Analysis

AT Internet Data Query tool

Deep Dive Analysis

Raw data API (available in 15min intervals for near real time)

Snowplow Analytics

Standard Reporting

Highest level of aggregation data tables

Visualisation Tools – Tableau, Metabase, Data Studio

Simple Analysis

Aggregated/simplified data tables that allow some filtering/grouping

BI Tools – Tableau, Looker, PowerBI

Ad Hoc Analysis

Aggregated/processed data tables with small amount of business logic applied

BI Tools: Tableau, Looker, PowerBI
Product Analytics: Amplitude, Indicative

Deep Dive Analysis

Raw data, accessed from your own Data Warehouse directly.

Access data via your preferred data tool e.g. R, Python

Google Analytics: GA4

Standard Reporting

Data Studio Dashboards

Customised GA4 UI visualisations

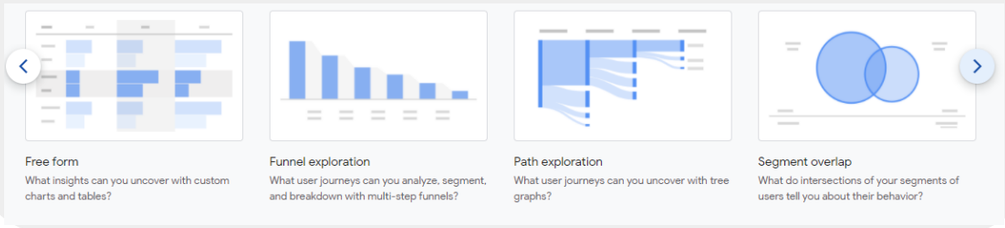
Simple Analysis

Customised GA4 UI
(lacking key reports and functionality)

Custom UI created within Data Studio

Ad Hoc Analysis

GA4 Explore (needs further work)



Deep Dive Analysis

BigQuery access to raw data

Questions

Next time suggestions

1. UA & GA4 Audit of Google Merchandise store against core ecommerce set-up
2. Google Merchandise store page naming convention
3. Resolving discrepancies in conversion reporting (e.g. transactions)

Next week registration – TBA

Thank you for your time today

To get in touch, please contact me at:

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