Sophie & The Magical Mystery App

- or -

"Why Business Analysts Should Know Analytics"

Kevin C. Taylor
MS, CSM
Principal Analyst

kevin@argyleanalytics.net
208-919-0132
argyleanalytics.net

Who is Argyle Analytics?

We provide Smart Web Analytics for Smart Organizations

- *Google Analytics Specialists*
  - *Implementations*
  - *Audits*
  - *Reporting*
  - *Consulting*
- *Content Strategy & Social Media*
- *Organizational Learning, Training, & Consulting*

Who is this Guy?

Kevin Curtis Taylor

Principal Analyst & Owner

- MS In Organizational Performance & Workplace Learning
- Certified Scrum Master

@kct1981
@argyleanalytics

linkedin.com/in/kct1981

argyleanalytics.net

Meet Sophie

Sophie is a Business Analyst & UX Designer for a Digital Agency

*I have no clue who this is, she is just some rando from Google Image Search...she could actually be named Sophie.

Then one day Sophie got a new client…

THEN THE BALL DROPS...

Dude, didn't your boss tell you? The critical workflows need to be redesigned in 2 weeks. I have no idea what's critical and what's not.

I am so glad I wore my cat hat today, cause I am not feeling warm and fuzzy.

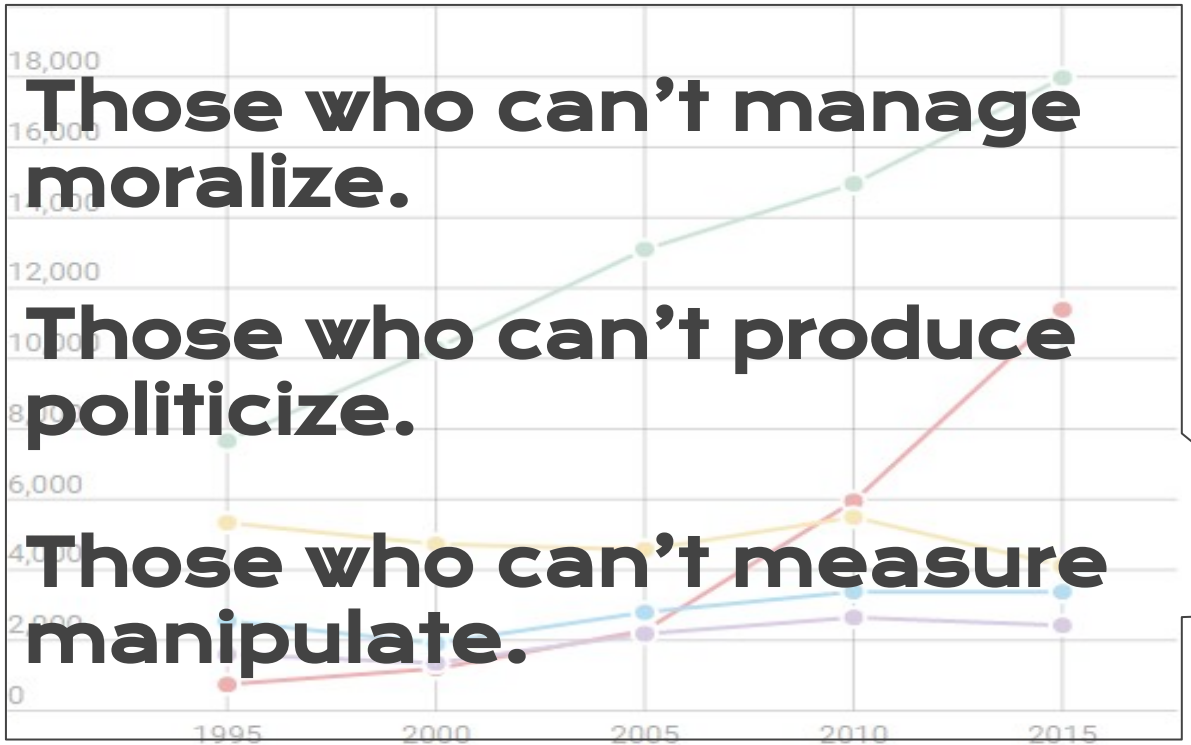
* Sophie's ex-girlfriend gave her that hat. They are still friends and play on the same kickball team.

This quote is actually attributable to Rev. John Watson (aka Ian Maclaren)...maybe. ***Remember, memes lie!***

I want to share a little something about Donald...

DONALD IS THE KEEPER OF PAIN…

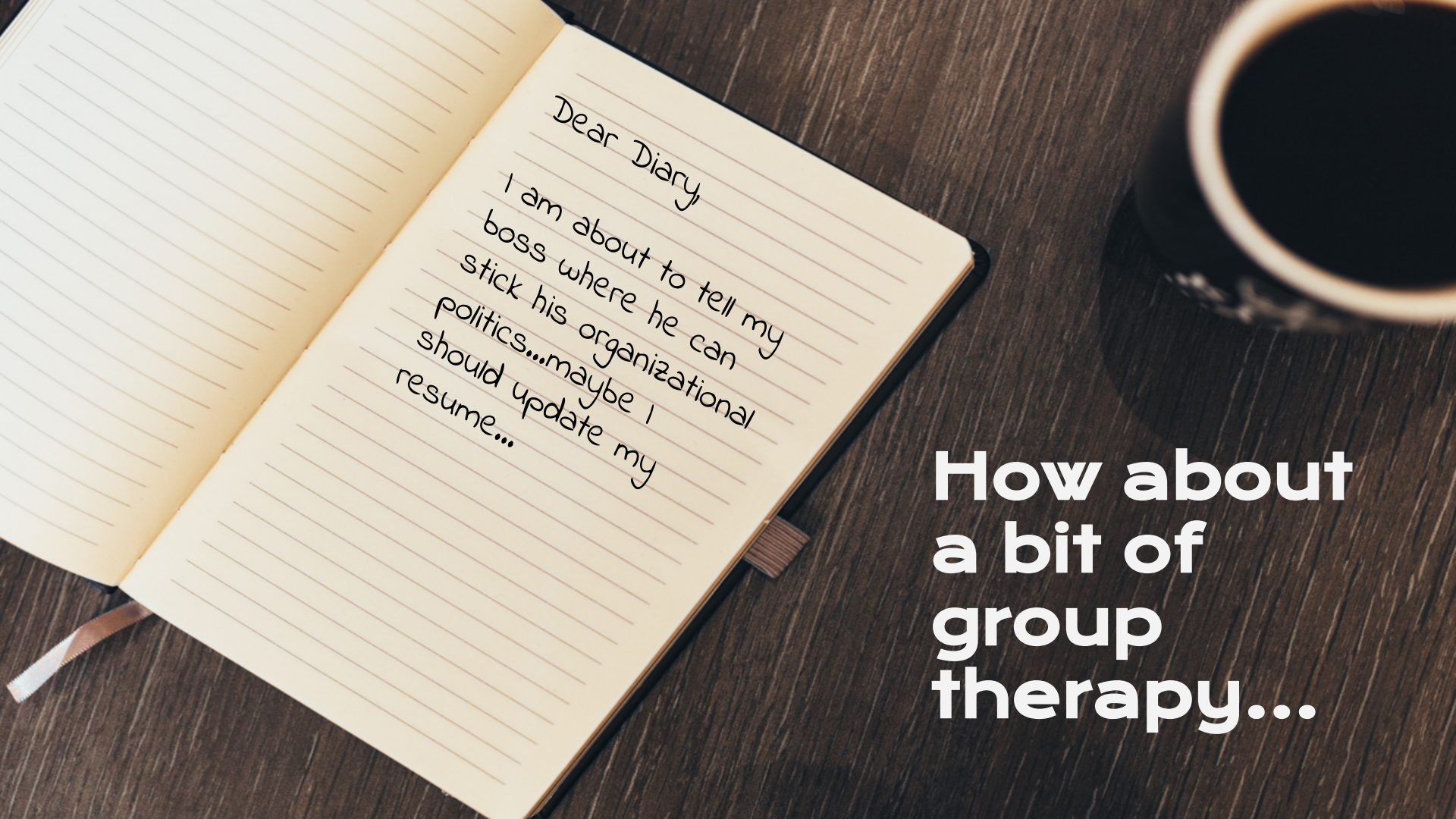
The World According To Kevin…



Those who can't manage moralize.

Those who can't produce politicize.

Those who can't measure manipulate.


Dear Diary,
I am about to tell my boss where he can stick his organizational politics...maybe I should update my resume...
How about a bit of group therapy...

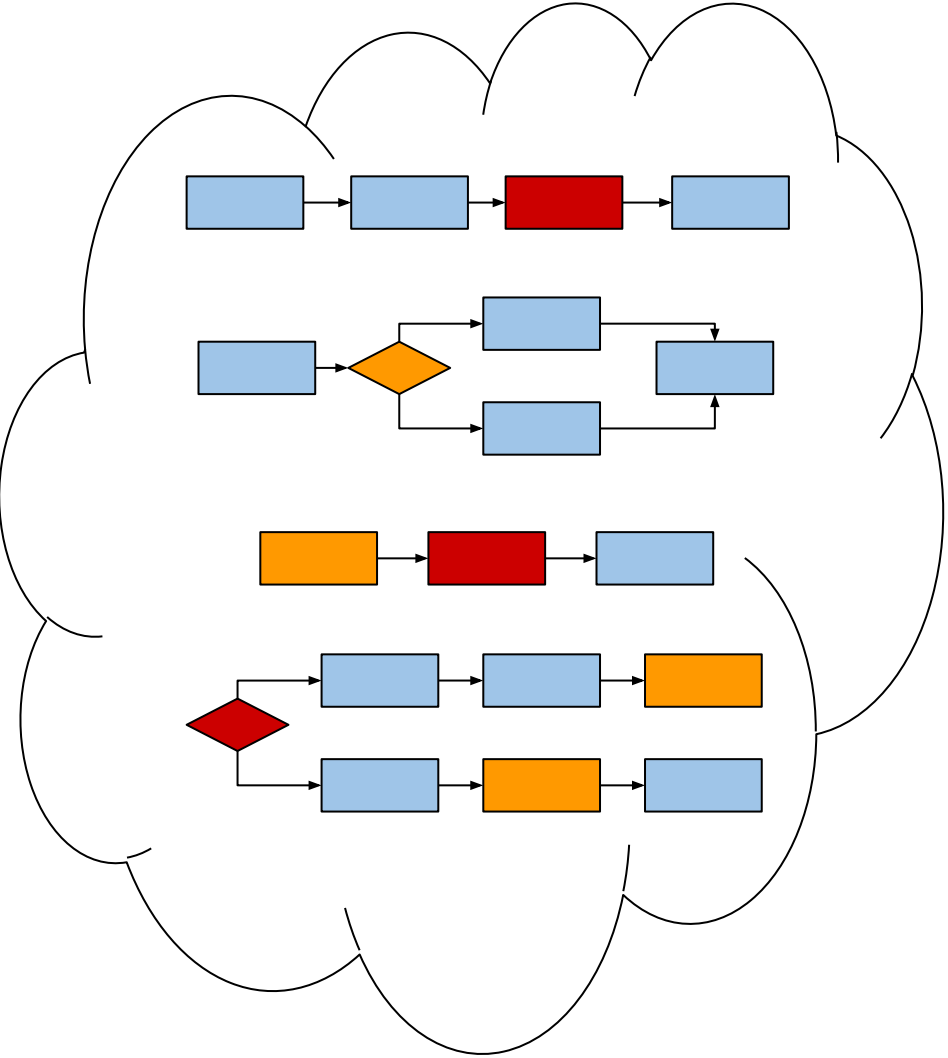
Guess what happened to Donald when a rumor leaked that the application was being rebuilt?

BACK TO THE PRESENT...

So dude, can we do it?

Do I have a choice? Well, could be worse, they could want to gamify it with badges.

* Sophie's brother, whom she loves dearly calls her dude all the time. So Donald isn't too bad in her book.



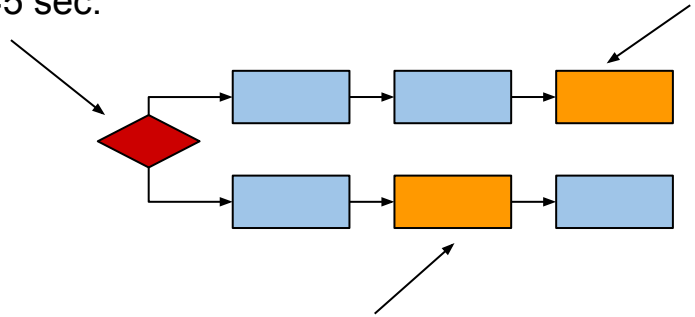
* Sophie got the idea from a session on conversion optimization she attended at an eCommerce Meetup.

The World According To Kevin

Hidden cost: $42,187.50

Page load time: 45 sec.

Avg. Time on Page: 10 min.

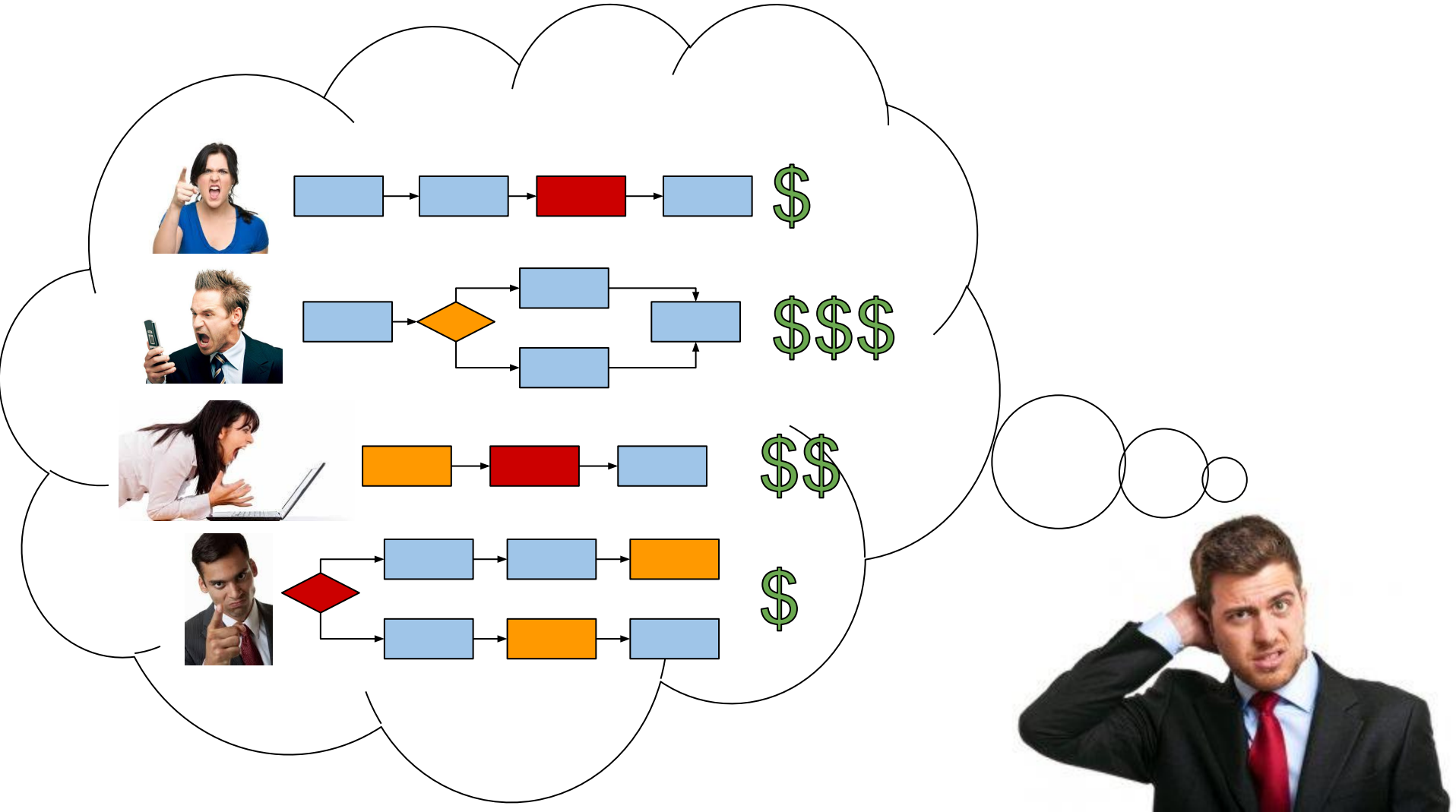


Hidden cost: (do some direct observation before making an assessment)

Exit Rate: 10%

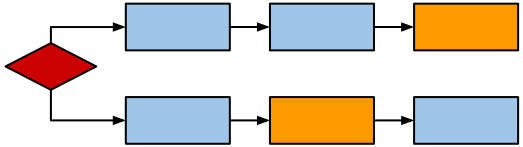
Hidden cost: $22,500 - $37,750

The devil is in the details and not just the analytics. Look at the total system of how this process is performing. Don't just look at the tech, look at the human element too.



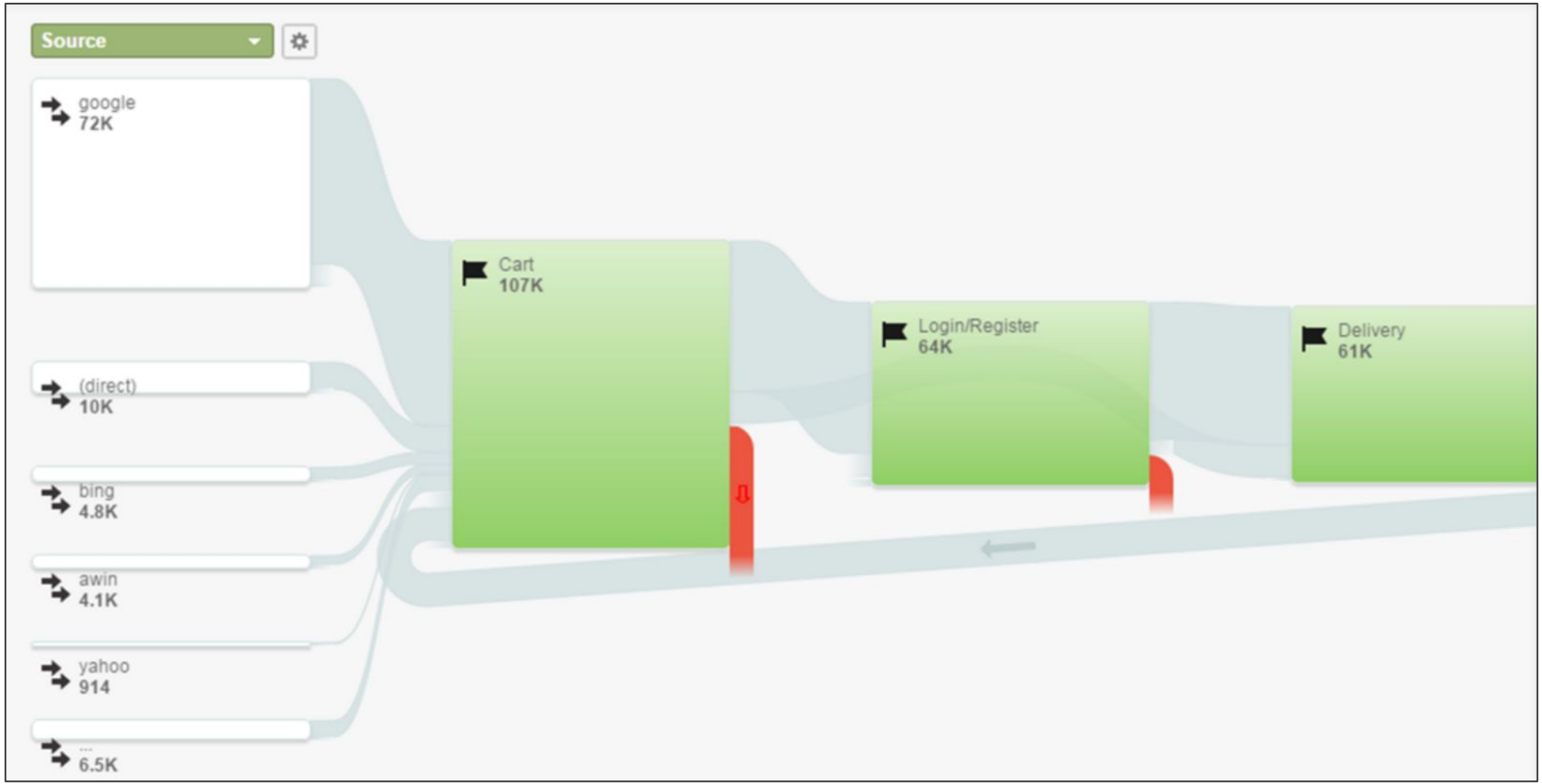
The Plan

$$



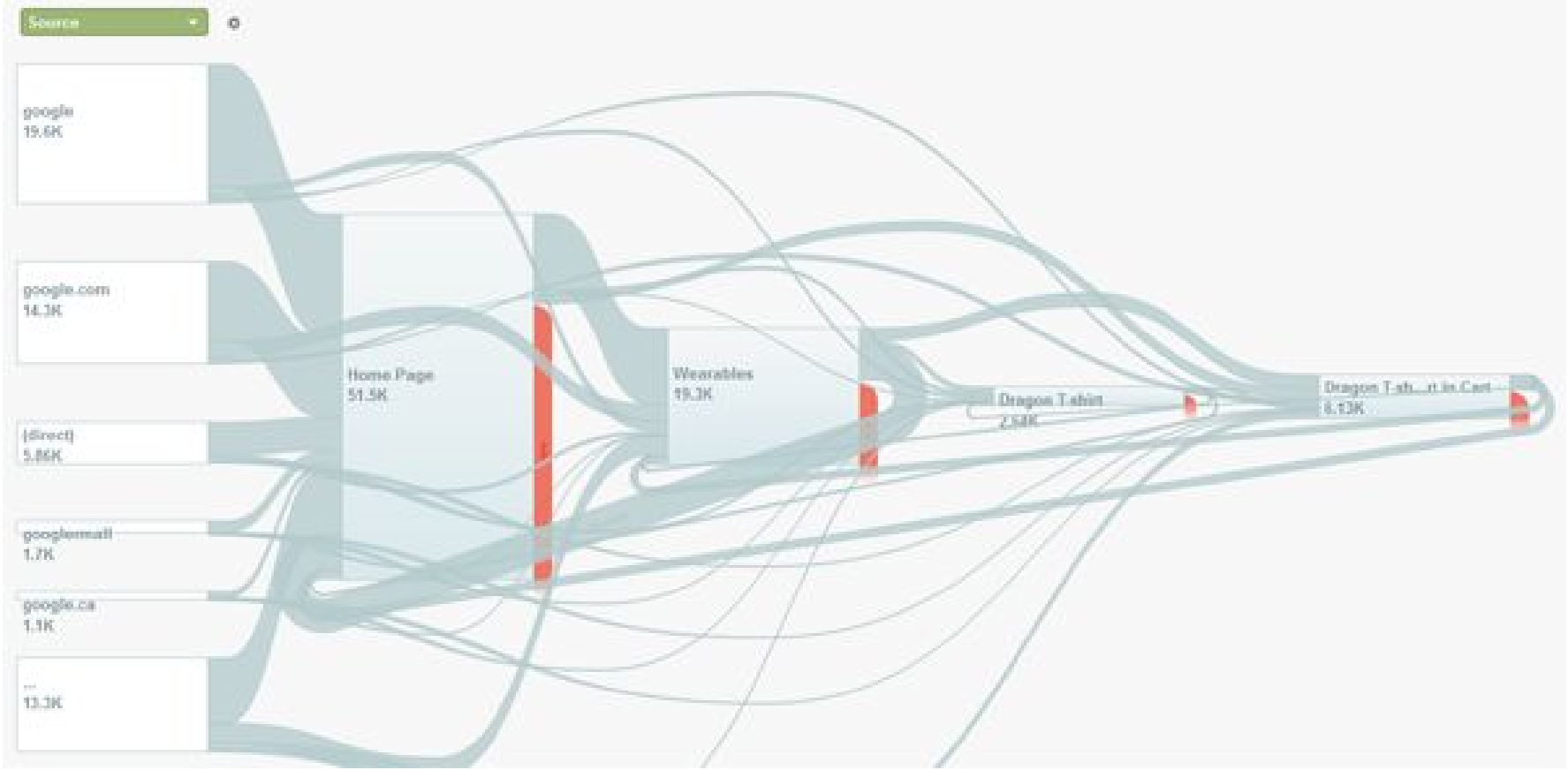
$

* Sophie finally explained to Donald what swipe right means...after swiping right a few times, Donald decided he would rather meet someone through his roller derby league.



Example: A highly structured eCommerce workflow

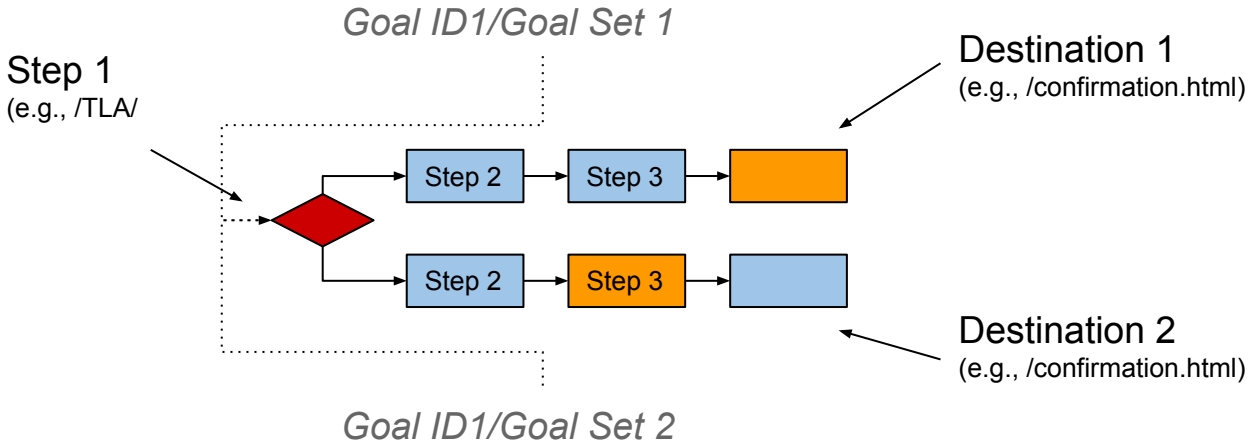
Credit to: http://www.metricmogul.co.uk/six-google-analytics-features-you-should-be-using/



Example: A highly convoluted eCommerce workflow

Credit to: https://www.flyerco.com/blog/real-estate-website/

The World According To Kevin



Setting up Goals is also pretty straight forward. All you need to do is use the intended workflow diagrams depicting the UX as an example.

“If you can make it happen Donald, that’s awesome, if not we have a quiver of arrows with your name on it.”

Lessons To Take to the Bank

"Analysis should be framed by the problem to be solved, KPIs established ahead of time, and be relied on as the final word during testing and iteration.

Anything else is a waste of time.

- *Work with your teams to institute analytics packages in your apps.*
- *Knowing the theory and how to interpret user behavior via clickstream data is critical.*
- *No single source of data is going to be complete, quantitative and qualitative analysis are essential.*
- *Avoid the desire to seek complete understanding when there are critical short term goals.*
- *Use your analysis powers to cut through the politics and establish priorities, metrics matter!*

Resources & Tools

Where to Get Started?

Just 'Google It'!

Google Analytics Basic Training

- *Lynda.com*
- *Analyticsacademy.withgoogle.com*

Google Analytics on Share Point

- *Googleanalytics365.codeplex.com*
- *Analytics.angelfishstats.com*

Other Analytics Apps To Consider

- *Kissmetrics.com*
- *Rjmetrics.com (Philly-based!)*