Wiredcraft Workshop

Defining your Data Analytics Strategy

Wiredcraft

In a nutshell

We create & grow digital products for the world's best brands.

Our team

70+ designers, engineers & data pros in Shanghai, Paris & Berlin.

What we do

Helping MNCs tackle the tough digital challenges they face...

Omnichannel

Creating seamless experiences for your customers across all channels, online & offline, in Europe, the US & China.

China

Helping you navigate and invest in the digital ecosystem of what is probably your fastest growing market.

Digital transformation

Getting large enterprises to move at the speed of startups, create a product culture and succeed in an increasingly digital world.

How do we get you there?

Consulting

Working with leadership on the best strategy to achieve your goals.

Product, UX & UI

Leverage our design expertise to create products people want.

Front-end

Create WeChat, Web, iOS & Android apps that win awards… and users.

Backend

Creating & maintaining APIs that scale to millions of users without a hitch.

DevOps

Building secure, resilient, automated & monitored infrastructure.

Data intelligence

Smarter business moves by using data we collect across all touchpoints.

Let's talk about your data strategy

Context

Data is important. But it can also be overwhelming. You need to...

Be prepared

If you fail to plan, you plan to fail. A proper data strategy needs to be considered early on.

Set priorities

It's easy to get trapped into wanting to measure everything rather than focusing on what's important.

Gather opinions

Alignment between teams is vital. There is no single set of metrics that will satisfy every stakeholder.

Where it can go wrong

We're going to try and avoid the obvious pitfalls...

Low priority

Analytics is seen as just another item on the checklist, and not given full consideration as its own workstream.

Too late to change

Gathering the correct data can influence product design. Late in the development cycle, it can be too late to have an impact.

Vanity metrics

Not fully understanding why you're measuring something and how it will help you to achieve business objectives.

How it should work

Successful data strategies have a few things in common...

Parallel streams

Consideration of analytics from an early stage, allowing influencing of design and user flows where needed.

Objectives

Having a measurement plan that is built from overall business objectives, ensuring the most important metrics are captured.

Alignment

Teams have different needs that are constantly shifting. Ensure that your plan still meets these needs periodically.

How to get there

Understand

Make sure everyone is working towards the same goal.

Measurement plan

Create a measurable definition of success through objectives.

Technical mapping

Build a map of what needs to be implemented and where.

Implementation

Put your plan into action to start collecting data.

Reporting

Share the data gathered amongst various teams in the business.

Launch & Iterate

Use the insights learned to improve and optimize your next iteration.

Understanding your goals

Understanding your goals

Start your strategy off on the right foot by establishing these...

Digital strategy

Where does the product fit into your overall business strategy? Without a clearly defined purpose, it will lose focus and have fuzzy objectives.

What is success?

The overall objectives should be tied to concrete metrics and targets. Doing so gives an impartial view on whether success is achieved.
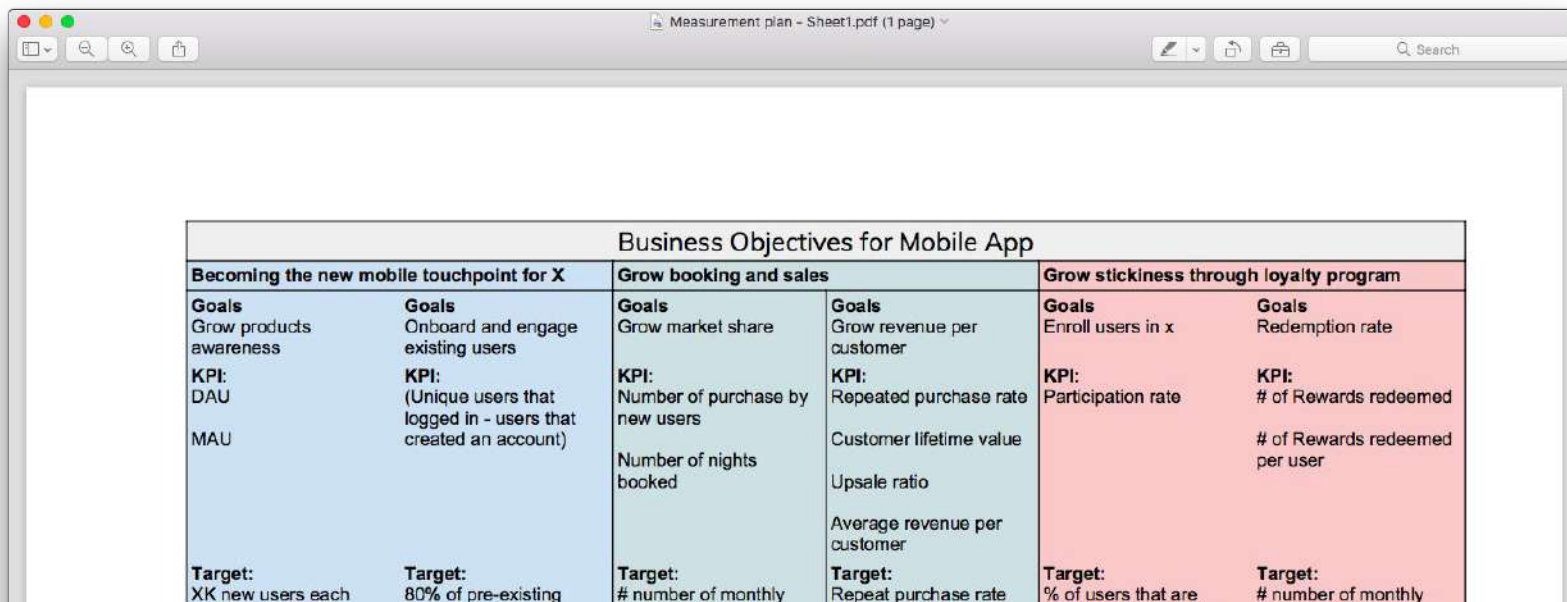
Alignment on goals

Teams within the business need to align on goals from both a business and technical feasibility perspective.

Getting to a measurement plan

Getting to a measurement plan

How will we measure success?

Getting to a measurement plan

Let's practice

We have a simple e-commerce set up on Mini-Program.

- Objective: Grow sales
- Goal: Acquire new customers
- KPI: Number of purchases by new customers
- Target: 10% of purchases made by new customers within 6 months

Getting to a measurement plan

A few tips to create a meaningful measurement plan.

Fewer is better

The example plan has multiple objectives, but the fewer the better. This allows you to focus on what is business critical.

Don't just guess

Use existing baseline and growth data to create a target that is realistic, rather than guessing and setting yourself up for failure.
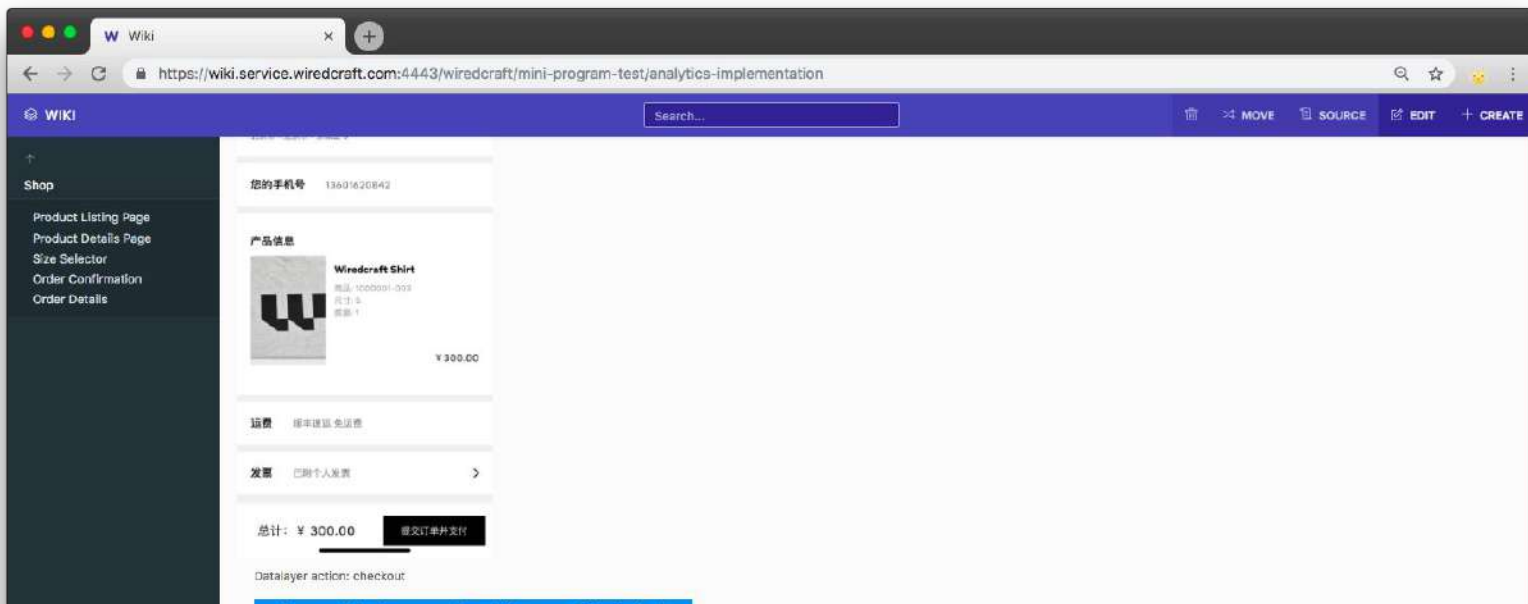
User segmentation

Consider if there are any subsets of users that you may want specific data on e.g. members of your loyalty program

Technical Mapping

Technical mapping

Visualizing your implementation

Technical mapping

Let's practice

Focus on what's important for an MVP e-commerce setup:

- Navigation: not important
- Size guide link: not important
- Size selection: interesting but not critical
- CTAs: business critical

Technical mapping

Guidelines for keeping this a valued team resource.

Clear and simple

Should be able to be used both as a briefing document for developers, and a reference document for others.

Consistent structure

Define a naming system for your events and stick to it. Use variables where possible to both enrich data and cut down on dev effort.

Re-align with teams

Have key stakeholders review. The visual cues help to ensure that everyone understands what is being tracked and where.

Implementation

Implementation

Here's where we put all that planning into action.

Brief into devs

Use your technical mapping to show your dev team what needs to be implemented.

Testing and QA

Ensure all events are triggering as per your plan. Be sure to keep your testing data separate from your production data via separate views.
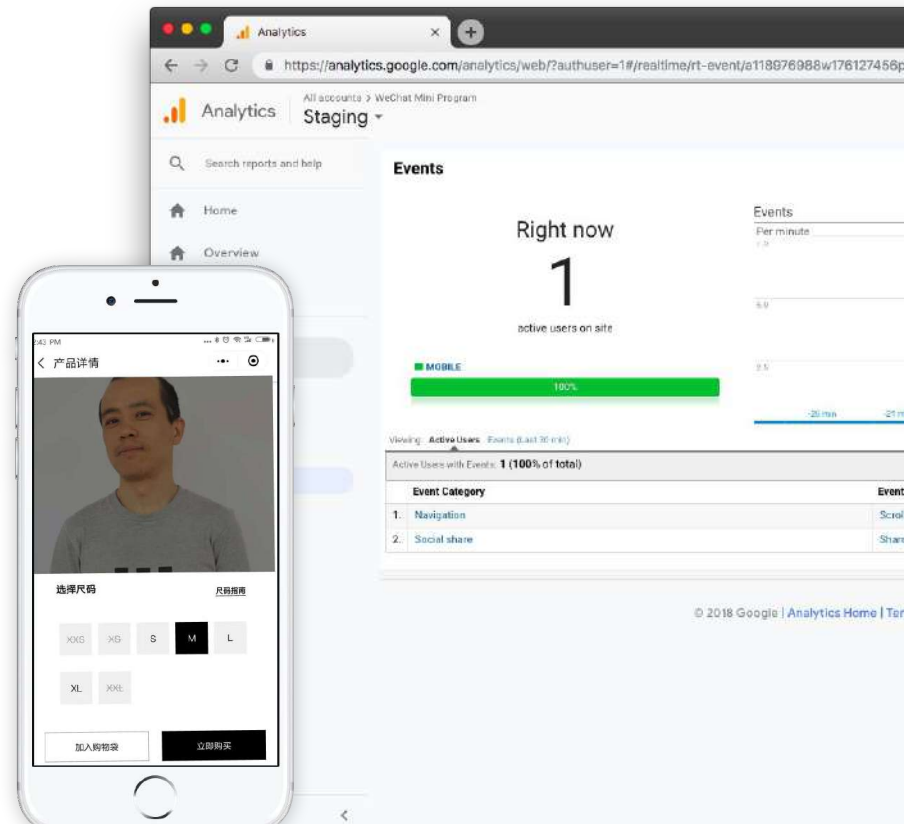
The right tool

We prefer Google Analytics, but our method isn't GA-specific. It would work with Adobe Omniture or other platforms.

Implementation

Let's practice

- For small setups, you could use real-time reporting to QA your implementation.
- Keep your data clean with a separate staging view.

Shameless plug: OMNI Data

The problem

Getting data from your WeChat touchpoints is too difficult...

UI interactions

Implementing user interaction events in WeChat Mini Program is painful, limited and hard to scale. Same goes for Official Accounts.

Users & Conversion

Segmentation in WeChat is simplistic, far from what other platforms like Google Analytics offer, and can't easily be tied to conversion goals.

Data silos

WeChat's API returns limited data sets, forcing you to view via WeChat's admin panel and making it hard to link to other data sets.

The solution

Real-time WeChat analytics in your reporting platforms.
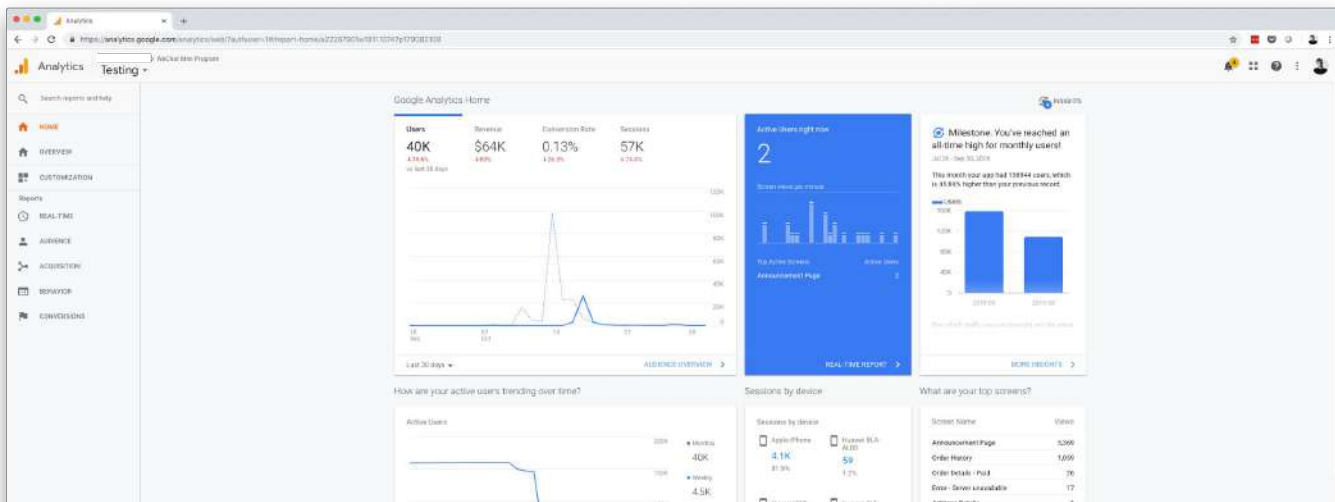
Architecture

Real-time push from apps & pull from the API.

Simply integrate our analytics SDK in your WeChat apps. We'll get data from H5, mini-programs & your OA, make it available to data tools and push it to your analytics platforms.

H5 & MP	OA
OMNI SDK	WX API

OMNI DATA

TOOLS	ANALYTICS
Tableau, PowerBI...	GA, OMNITURE...
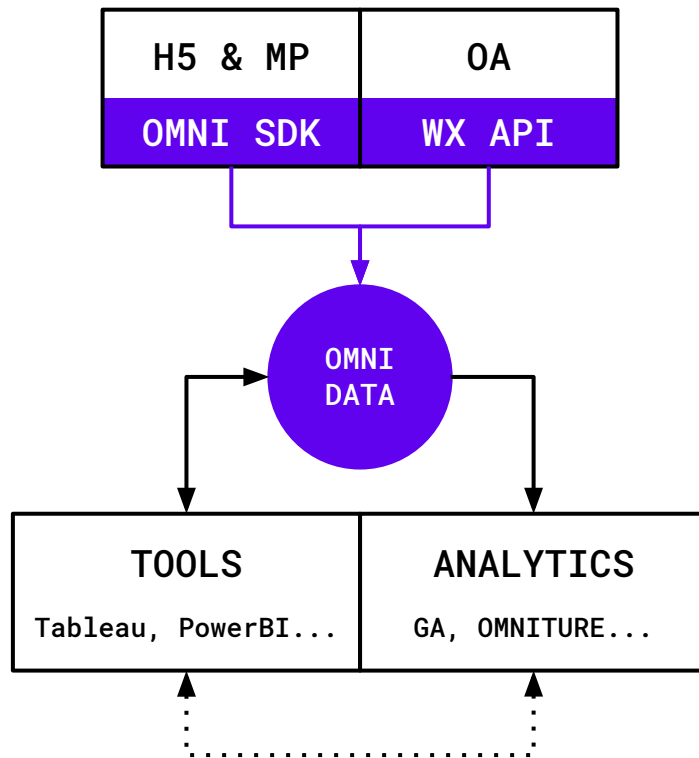
Wanna learn more?

Get more info about OMNI Data & how it works...

Reporting

Reporting

Now that we have the data, let's share that knowledge.

Establish needs

Pre-prepare reporting dashboards prior to launch. Think about whether a single report or specialized reports by team are needed.

Show, don't tell

Google Data Studio is our preferred dataviz tool, due to its in-built GA connector and easy sharing options.

Monitoring & alerts

Understanding any deviances from the norm that should be investigated further. Could also indicate a broken implementation.

Launch and Iterate

Launch and iterate

Now the fun begins: the analytics lifecycle.

Build

Plan and implement your analytics strategy as per our method. It doesn't have to be perfect first time, it's an MVP.

Measure

Look at the data that is generated and figure out how your product performed.

Learn

Analyze the data and see where improvements could be made. Which KPIs did you do well on? Any quick-wins?

Questions and comments?

Read more

Want to learn more about the work we do? Check our blog for case studies.