

Digital Analytics final project statement

Using Google Analytics data and external sources, do an analytics analysis on a digital property (website or mobile app) of your own or choose one of the options provided.

Main guidelines for your project:

1. Gather information to answer: who are the visitors, how they behave and why do they visit and use the property. Understand the purpose and identify trends.
2. Define the business goals, strategic goals, KPI's, target values and segments that should be measured in the next period (usually 6-month or year). You shall take into account current data and the strategy you recommend for the future.
3. Analyse the digital property and gather insights to make recommendations to improve it. The goal is to recommend a solid digital strategy based on the Data you have.
4. Recommend ways to improve the measurement and tracking of user behavior to allow the correct measurement and control of your digital strategy.
5. Build a concise report with your findings and recommendations. The use of dashboards is valued.

Target audience:

Your customer, a Marketing Director aware of Digital Analytics, but not an expert. He doesn't want introduction of very basic concepts, but instead he wants insights, conclusions, and valuable recommendations to improve its digital property.

Suggested period:

Between July 1st 2020 and June 30th 2021 depending on your property data.

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Deadline:

Depending on the date of the exam, but expected to be January 9th, 2021.

Additional information

- You shall use data from Google Analytics and other sources.
- The report can be delivered in Slide mode or Document mode.
- No need for oral presentation. Be aware of its storytelling. Your report shall give context and set the base knowledge for the “customer” understand.
- You shall build the report to the customer. The customer is aware of Analytics and Google Analytics, but it’s no expert. Imagine a Marketing Manager more focus on business without specialization in Analytics.
- You can write your report in English or Portuguese.
- You shall deliver the report through Moodle. Check class page on Moodle.

Rules and limitations

- The group project must be done in groups between 4 and 5 students.
- Each project should have a maximum of 20 pages or 40 slides and 7000 words excluded appendix. However, this is just a guide to the expected size of the project.
- If you choose your own digital property (recommended) ensure that it has enough data, for example at least 10.000 sessions on the suggestion interval of dates and at least 6 months of data.

If you have any questions just contact me through the e-mail bamaral@novaims.unl.pt.

Properties available (in case you don’t have one)

1. Estética e Saúde: <http://www.estetica-saude.com>
2. Google Merchandise Store: <https://shop.googlemerchandisestore.com/>

Both properties are available at the Google accounts provided during the semester.