



Communication and Marketing Dashboard

Innovation, Science and Economic Development Canada



CANDEV

Data Challenge

Presented by Statistics Canada



Statistics
Canada Statistique
Canada

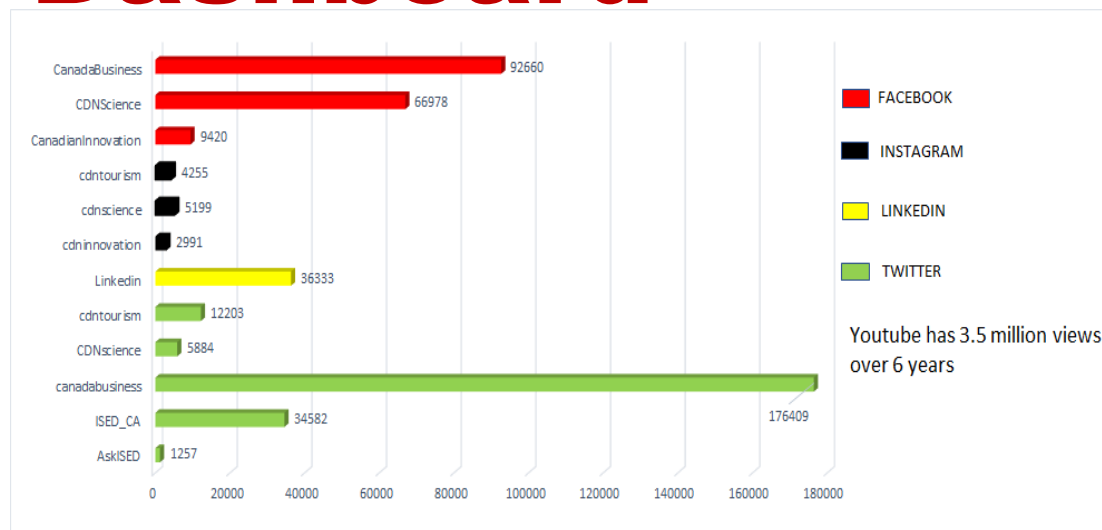
Canada



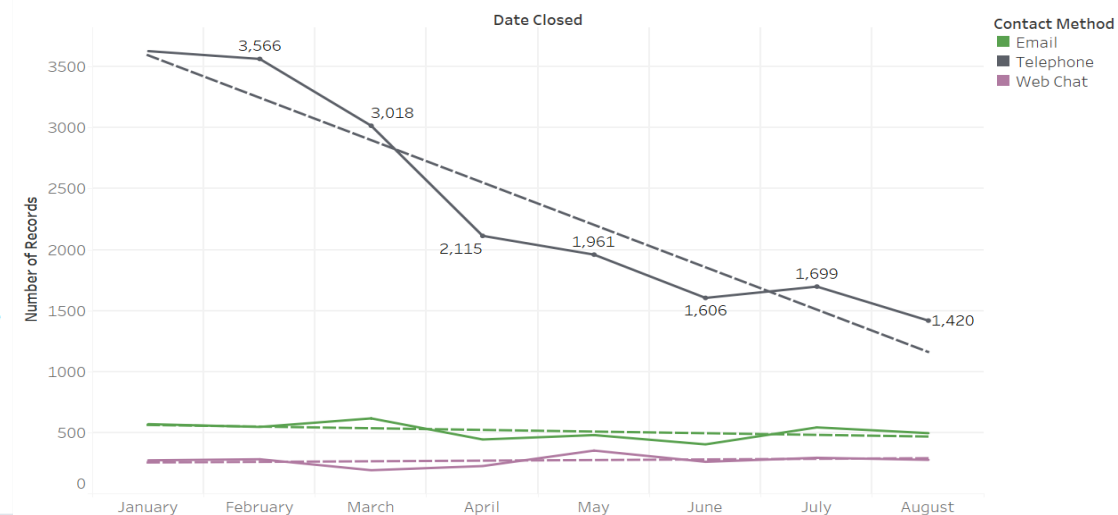
Objectives

- Evaluating communications and marketing efforts
- Comparing the effectiveness of various communications channels
- Providing a visual representation of data to guide evidence-based strategy development and decision-making

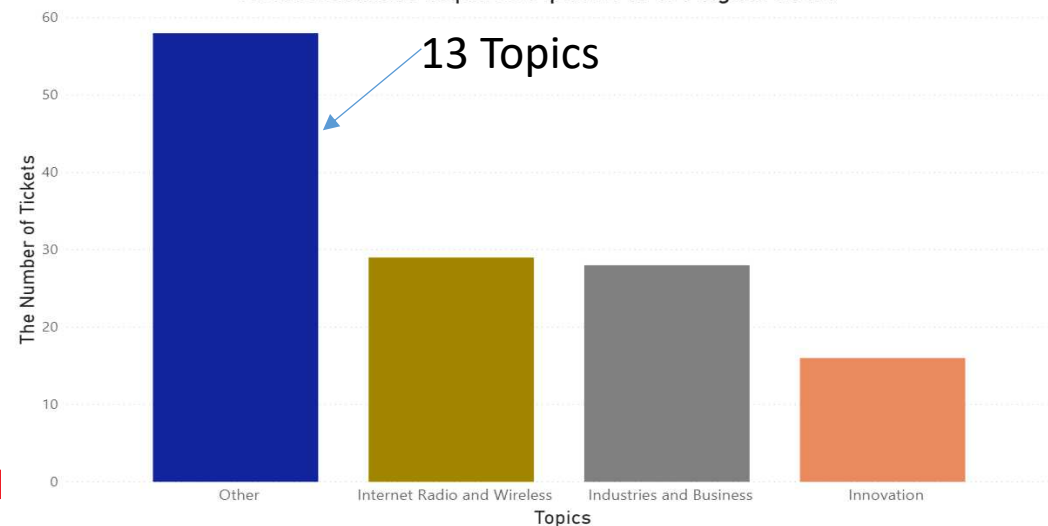
Dashboard



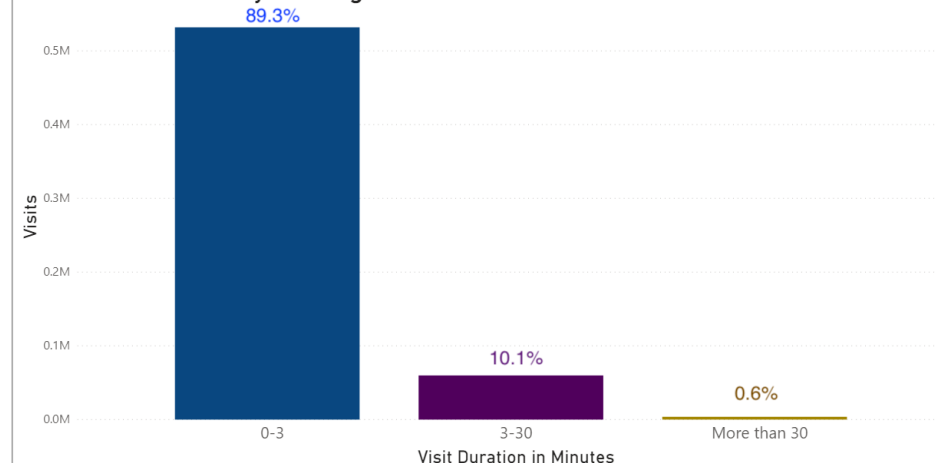
CONTACT METHOD



Media Relations Inquires (April 2019 to August 2019)



Web Visits by Visiting Duration in Minutes (Total=595640 Visits)





Solutions

- Utilize Cloud-based database to collect data among different department
- Add Machine Learning Technologies to provide more reliable trends
- Utilize UX Design process to revamp the department website to enhance the user experience