**Data Planning Brief – Trustpilot Funnel Analysis**

1. Description of the project

This project consists of three elements:

1. Background and previous insights
2. Fees

£20,000 for UK (*static funnel - £4,000; dynamic funnel - £10,000; causal impact analysis - £6,000*)

£20,000 for Italy (*static funnel - £4,000; dynamic funnel - £10,000; causal impact analysis - £6,000*)

1. Interested Parties and Roles
2. Experiment Design
3. Hypothesis
4. Experiment design and data collection
5. Type of data available
6. Reporting and Analysis

Weekly data: who’s responsible, Global to run weekly analysis on their end.

Who’s doing the analysis, and who’s doing the final report.

1. Caveats