



# Summer Fellowship 2023



City of  
Philadelphia

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**W**  
UNIVERSITY *of*  
WASHINGTON

coding it forward >



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coding it forward >





# Overview




# Project details

We were brought in to:

1. Make sure GA4 was set up
2. Find ways to improve existing analytics setup
3. Provide suggestions and recommendations for the future

Objectives:

- Setup **data collection** and **migration** to **GA4**
  - Understand **stakeholders'** analytics **requirements**
  - **Improve functioning** of analytics tools
  - **Provide an understanding of the tools** to the teams
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# What we've done



- Reviewed current state of analytics
- Had conversation with phila.gov teams and partners

- Brainstormed strategies
- Identified areas for improvement
- Identified areas of opportunity

- Audited dashboards
- Conducted analytics trainings
- Set up custom events for GA4

- Provided a set of recommendations based on the current status of analytics in phila.gov
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# Discovery




# We met with phila.gov department partners

## Who

- Health Department
- Revenue Department
- L&I Department
- PPR Department
- Mayor's Office

## What we learned

- Some **depts did not know** they had a **dashboard**.
  - They were **mainly reactive** in their approach towards analytics.
  - **Did not know** how to **use GA4 or Microsoft Clarity**.
  - Most **did not have a set of KPIs** in place to track the progress of their work.
  - They faced some **challenges in getting access to particular data** that is relevant to them.
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# We met with phila.gov team members

## Who

- Content Team
- UX Team
- Dev Team

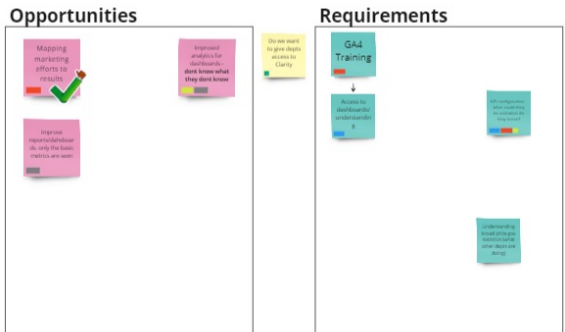
## What we learned

- **Data is not being used for decision making** – either due to lack of access or lack of awareness of the analytical tools.
  - **No** defined set of **KPIs**.
  - **Custom events** were **not set up** on GA4.
  - **Lack of knowledge** on usage of **Google Analytics** and **Microsoft Clarity**.
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# Planning

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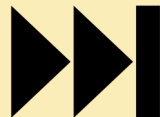


# Implementation



# Google Analytics/Looker Studio optimization

- **Optimized GA4 to capture custom events** – based on data layer variables - helps in tracking specific information like author name for blogs.
- **Created 8 new GTM Tags** and created **8 new custom GA4 events**.
- Reports can be generated based on these custom events
- **Audited 50+ existing dashboards** on Looker Studio to categorize each as updated/outdated or broken

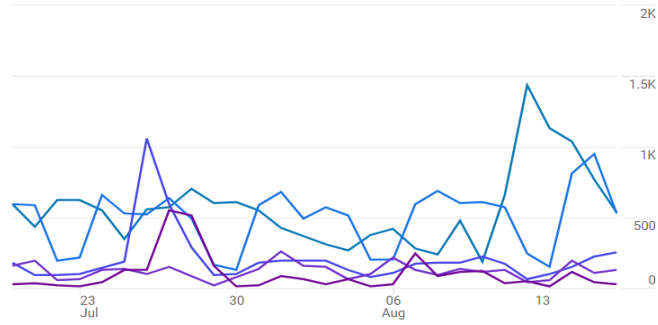


## How these can be used in the future

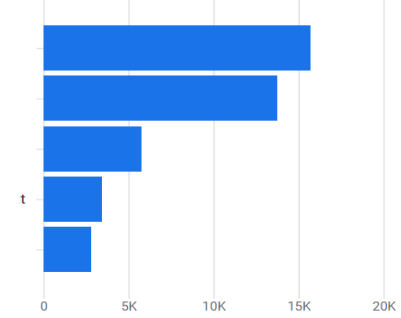
- The GTM tags worked in setting up GA4 data collection and for the transition from UA to GA4. This makes the future use of GA4 reliable.
- The audited dashboards can serve as a primary source of analytics for the internal teams.



Event count by article\_author over time

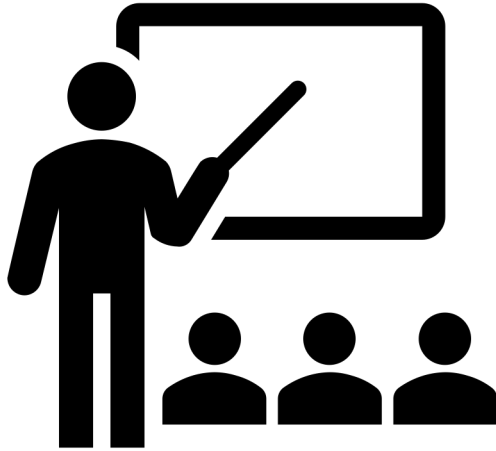


Event count by article\_author



article_author ▾		+ ▾		Event count All events ▾	Total users	Event count per user
				91,747 100% of total	34,014 100% of total	2.70 Avg 0%
1				15,541	8,173	1.90
2				13,726	5,180	2.65
3				5,621	1,848	3.04
4				3,394	1,131	3.00
5				2,817	692	4.07
6				2,754	1,150	2.40
7				2,626	989	2.66
8				2,387	850	2.81
9				2,289	1,094	2.09
10				1,977	538	3.67
11				1,958	613	3.19
12				1,761	569	3.09

# Trainings



- Conducted **2 trainings** with **Digital Services** and **Software Engineering** teams.
- **Over 15 team members attended** each training.
- Trainings **received an average rating of 98%** in terms of providing foundational understanding of the topics.



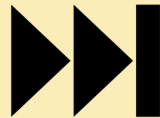
# Trainings

## **Analytics 101**


- Introduction to Analytics
- Approach towards analyzing data
- Demo of GA4 and Looker Studio

## **Microsoft Clarity**

- Introduction to Clarity
- Overview of Clarity metrics
- Demo of Clarity



### **How these can be used in the future**

- Foundational training for understanding how to approach analytics at [phila.gov](https://phila.gov), how to navigate tools such as Microsoft Clarity, GA4 and Looker Studio
  - Helpful for teams to generate their own insights using these analytics tools
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# Recommendations and next steps

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## Can do now

- Maintain accurate data by configuring events in GA4
- Share access to GA4 and Microsoft Clarity with the required teams



## Short-term

- Work towards making dashboards as per individual teams' and departments' requirements
- Define set KPIs for each team and department based on the KPI defining guidelines mentioned in the trainings



## Long-term

- Adopt advanced analytics tools to improve insights and decision making
- Dedicated team for analytics to address improvements and concerns relating to analytics



# Questions and feedback



**Thank you!**