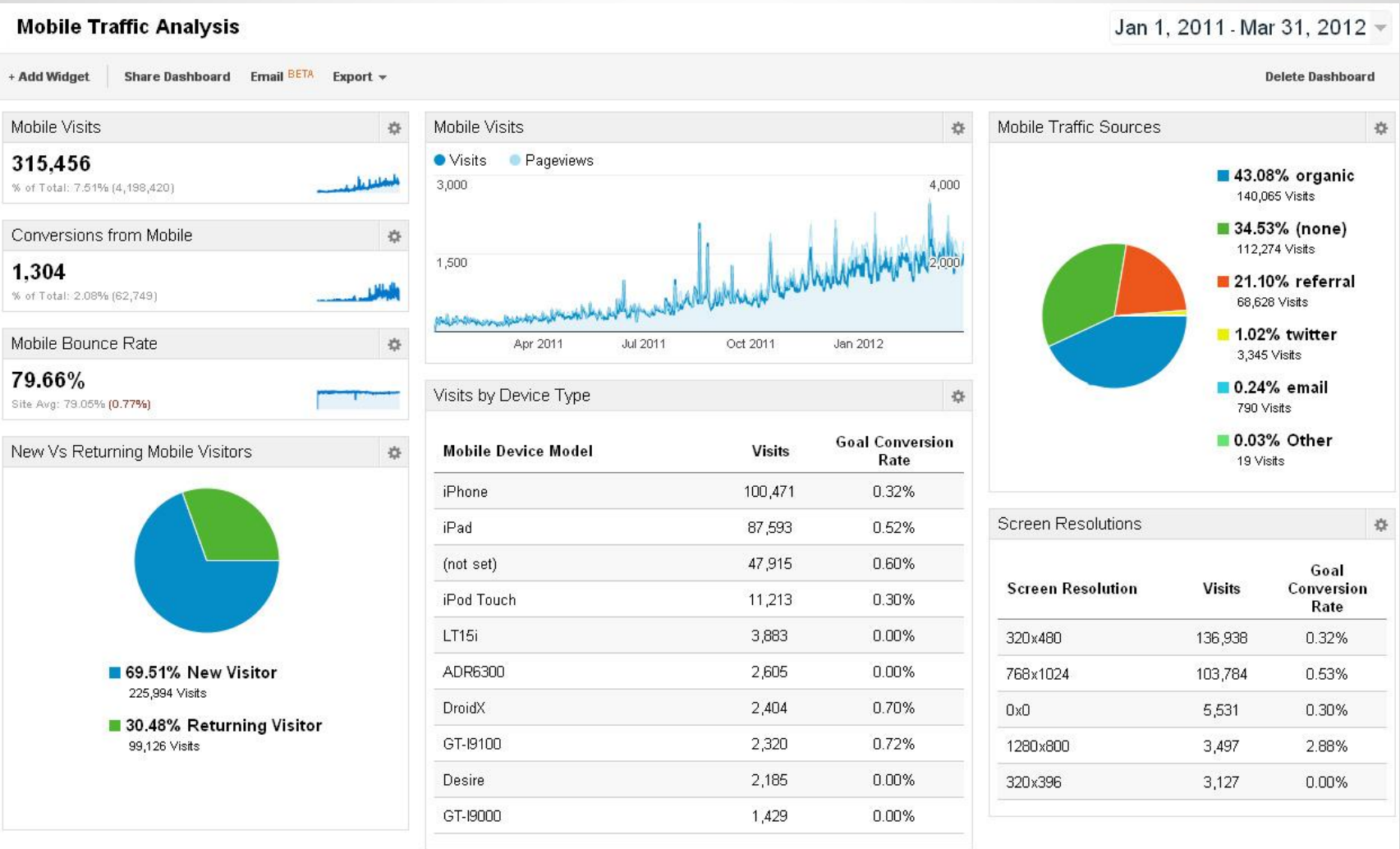


# **What's Happening?**

#MeasureCamp 2. Feb 2013

# Dashboards



# Dashboards

Good for spotting long term trends

Good for spotting when it all goes disastrously wrong


Bad because you actually have to check them

Bad because only the most important metrics will fit

# Alerts

Period: Week ▾

☒ Send me an email when this alert triggers. Also include 0 other email addresses ▾

 [Setup your mobile phone](#) to receive a text message about Intelligence Alerts

## Alert Conditions

This applies to

Mobile (Including Tablet) ▾

Condition

Matches exactly ▾

Value

True

Alert me when

Visits ▾

Condition

Is less than ▾

Value

1000

Save Alert

[Cancel](#)

# Alerts

Good because you don't have to check them

Good because they are customisable

Bad because you have to know what you will need to be alerted about

Can be a bit overwhelming in a crisis when all your alerts email you at once

# Change Detection Rules

A more complicated form of alerts that aren't triggered by one off outliers

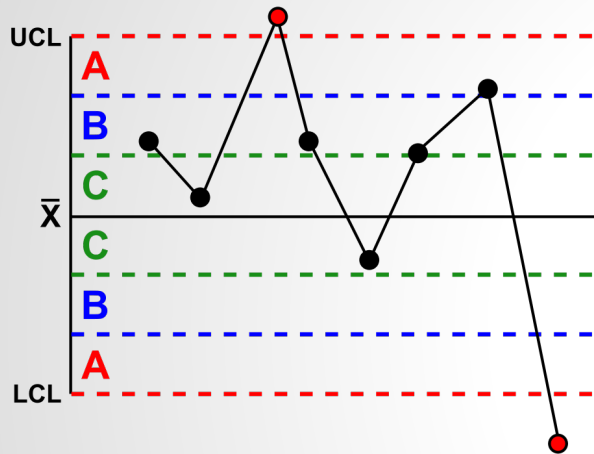
Many options and methods for detecting when the mean of a time series has changed

Nice and simple one is the "Western Electric rules"

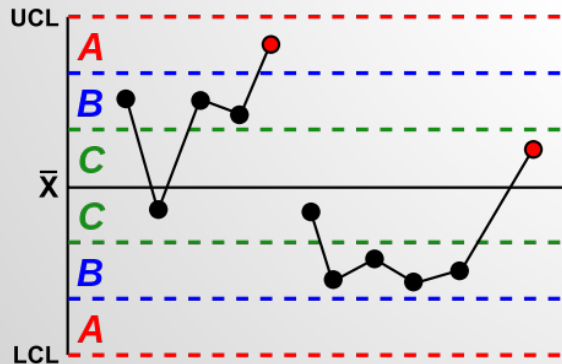
[http://en.wikipedia.org/wiki/Western\\_Electric\\_rules](http://en.wikipedia.org/wiki/Western_Electric_rules)

# Western Electric Rules

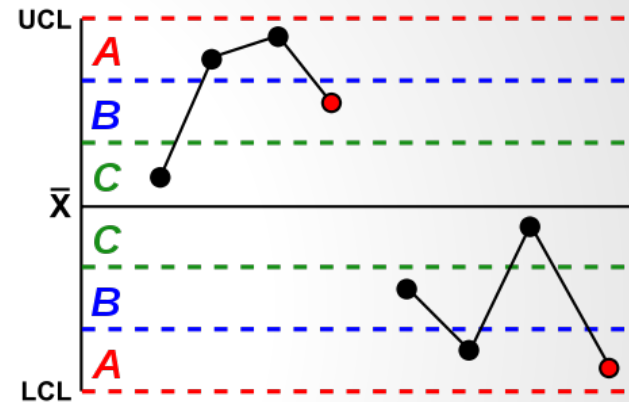
**Rule 1:** Any point beyond Zone A



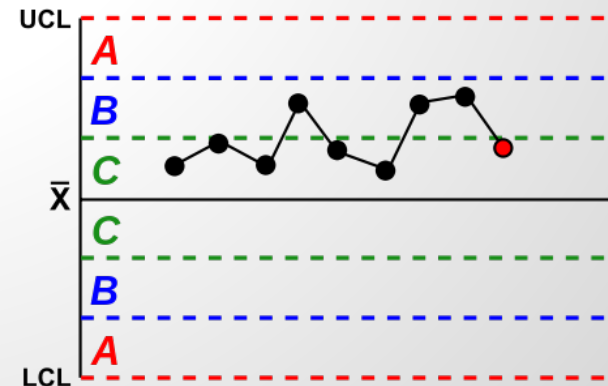
**Rule 3:** Four out of five consecutive points fall Zone B or beyond



**Rule 2:** two out of three consecutive points fall Zone A or beyond



**Rule 4:** Nine consecutive points on the same side of center line (mean)



# **Change Detection Rules**

Don't deal very well with seasonality

Need API skills to do the analysis

Will only check the metrics you tell it to



# GA Intelligence

Country / Territory: United Kingdom, Region: Scotland	Weekly	Jan 27, 2013 - Feb 2, 2013	>500%	■
Visitor Type: New Visitor	Daily	Jan 15, 2013	-100%	■
Medium: organic	Daily	Feb 11, 2013	-22%	■
Keyword: (not provided)	Monthly	Jan 1, 2013 - Jan 31, 2013	32%	■

# GA Intelligence

No extra setup needed

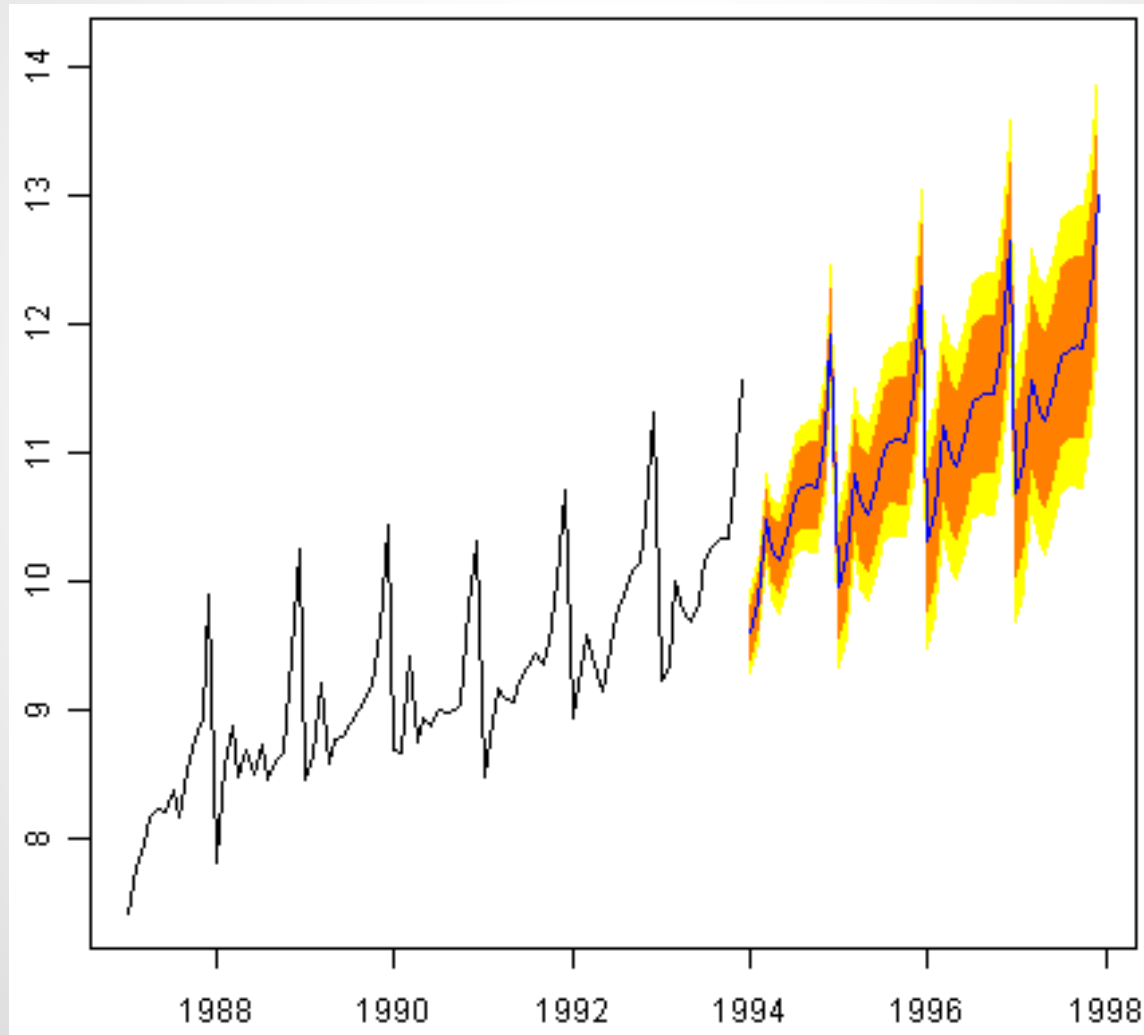
Alerts on all metrics and segments

Will sometimes take too long to notice something important

Often the alerts are not actionable

Bit vague on what "importance" means

# Custom forecasting



# Custom forecasting

Make a forecast for a segment/metric combination (don't use the current day in calculating the forecast)

The compare where the current day is against the forecast

If it is outside a certain range (99%, 95%, 80%?) then trigger the alert

# Custom forecasting

Good in that sensitivity can be configured based on the importance of the metric

Need API skills to implement

Deals with seasonality and long term trends better than GA Intelligence

But still a cool toy rather than a day to day tool (for me)