

DIGITAL SKILLS: WEB ANALYTICS

ACCENTURE

GLOSSARY

Word / Phrase	Definition
Actionable	Refers to information that allows a decision to be made or action to be taken. One of the main purposes of analytics is to provide this type of data which allows business to make improvements.
Analysis	A detailed examination of data and facts to understand how they are related to each other, and provide a basis for problem solving and decision making.
Analytics	Analytics is the study of data to understand the effects of certain decisions or events, to predict how they might turn out in the future and to influence future behaviours. This allows businesses to evaluate and improve their performance. For example, if a business holds a promotional sale, they can use analytics to understand whether the promotion caused their sales to increase and by how much, and what the effect might be of holding sales for other products.
Benchmarking	An established point of reference against which something can be measured in order to compare performance or reliability. <ul style="list-style-type: none">• ‘Internal’ benchmarking is setting expectations based on your own historical performance, and this historical data can be used as a point of reference to create KPI targets.• ‘External’ benchmarking is adding context to your data by comparing it with data from the competitors in your industry. This allows businesses to understand how well they are performing and recognise areas that may need improvement.
Big data analytics	Big data analytics is the process of examining large amounts of data in volume or range containing a variety of data types i.e. big data, to uncover hidden patterns, correlations, trends, customer preferences and other useful business information.
Branding	The process of creating a unique name, image or logo for a business or product/service in the consumer’s mind. Branding aims to create a presence in the market that attracts and keeps loyal customers. Branding is used with the aim of increasing awareness, engagement and loyalty.
Campaign	A planned series of actions or strategies that aims to achieve a specific goal. For example, a social media campaign is a

	coordinated marketing effort using one or more social media platforms to achieve a business goal, for example, to increase website traffic or improve brand engagement.
Channel	A channel is a means of conveying or transmitting information or communication. A channel can be a website/application or even different devices. For example, Twitter and Facebook are social media channels which enable us to express ourselves and share information. Websites which display company advertising are digital marketing channels enabling a company to share information about their products and services with their customers.
Chief executive officer (CEO)	The person in charge of managing a company. A CEO is largely responsible for the success or failure of a company and often makes decisions relating to various aspects of a business such as hiring/firing employees, marketing, finance and public relations.
Client	A person or organisation paying to use the services of another professional person or company.
Cloud computing	Cloud computing means storing and accessing data and programs over the Internet in a server (large computer) that's located somewhere else instead of your computer's hard drive. Microsoft OneDrive, Google Drive and Apple iCloud are all examples of cloud computing solutions.
Content publishing	Producing your own content for users to access as part of a content marketing strategy. For example, using your market data better to produce and display videos/ blog posts/ slideshows on websites or by using adverts.
Continual improvement process	An ongoing effort to improve products, services or processes. It consists of: collecting and measuring data, reporting data in an understandable format, analysing data, testing solutions and overall improvement by repeating learnings from previous stages.
Conversion	The point at which an audience that receives marketing messaging completes a desired action. For example, a website conversion could be a measure of the number of visitors that make a purchase on your website.
Conversion rate	The conversion rate is the percentage of users who take a desired action. For example, website visits divided by the number of conversions. If the site is visited by 100,000 people during the month of January and 5,000 users purchased something, the sites conversion rate is $5,000/100,000 = 5\%$.
Customer churn	Customer churn (also known as churn rate) is the loss of clients or customers (in a given time period). For example, if a mobile phone network provider has 1000 customers in January and this falls to 800 customers in February, the customer churn would be

	calculated by dividing the number of customers lost, by the original number of customers $(1000 - 800)/1000 = 200/1000 = 20\%$.
Data	Facts and statistics collected together for reference or analysis.
Data integration	Taking data from multiple sources and combining it. You will need high quality data in the right format in order to be able to analyse the data.
Data mining	Analysing large databases for new information and relationships that have not previously been discovered.
Data set	A data set is a collection of related data that has separate elements but can be managed as a whole. In a database, for example, a data set might contain a collection of business data such as employee names, salaries and contact information.
Descriptive analytics	Use data aggregation and data mining techniques to provide insight into the past and answer: "What has happened?" Descriptive analytics is useful because it allows us to learn from past behaviours.
Diagnostic analytics	Diagnostic analytics is a form of advanced analytics which examines data or content to answer the question "Why did it happen?", and is characterised by techniques such as drill-down, data discovery, data mining and correlations.
Digital	You will hear the word 'digital' used a lot in this course. Digital is the adjective used to describe how we are changing the way we operate socially and professionally to reflect emerging technologies and increasing connectivity to the people and objects around us. Digital enables us to transmit and store data or information and apply this information and technology to improve human performance and better tackle our tasks. Digital has many aspects, and this course gives you an introduction to some of its key areas such as Social Media, Digital Marketing, Mobility, Analytics and User Experience.
E-Commerce	E-Commerce (electronic commerce) is the buying and selling of goods and services online, for example, buying something from a clothes website.
Economic climate	A general characterisation of the overall mood of the global economy or the economy of a particular country or region. It takes into account the status of the stock market, the perception of the economy by consumers, and the availability of jobs and credit. Business decisions such as hiring, borrowing, lending, and investment in new initiatives are often strongly influenced by the overall economic climate.

Footfall	The number of people entering a shop or business in a particular period of time.
Google analytics	Google Analytics is an online tool offered by Google that measures and reports website activity & performance. Features include; data visualisation tools (dashboards etc. displaying changes in data over time), email-based sharing and communication, and the ability to add other Google products.
Historical trend	A general direction in which something has been developing or changing over time, on the basis of historical data.
Income	Money received, usually on a regular basis, for work or from investments.
Interaction	The way in which things communicate with or react to each other. For example, businesses can have customer interactions via their website, social media, apps or in stores.
Iterate (or iterative)	To iterate is the act of repeating a process with the aim of approaching a desired goal, target or result. Each repetition of the process is called an "iteration", and the results of one iteration are used as the starting point for the next one.
Key performance indicator (KPI)	A key performance indicator (KPI) is a measurable value that helps evaluate progress towards a goal. For example, a KPI for measuring the success of a social media campaign may include the number of likes, shares or mentions that the campaign receives.
Lead generation	A digital marketing process of attracting customer interest by collecting names and contact information about potential customers who will be contacted by the salespeople for generating orders. The aim of lead generation is to drive users to your website, or more generally to increase your sales prospects.
Loyalty scheme	A marketing strategy of offering rewards to customers, designed to encourage customers to continue to shop at or use the services of businesses associated with each scheme or program.
Macro conversions	The completion of an activity which is important to the success of the business as measured against their main objective. Most websites tend to focus on tracking and optimising their primary conversions point, which is the macro conversion. For an e-commerce site, this might be an order completion. For an acquisition site, this might be a completed contract.
Market leader	The brand, product or company selling the largest quantity of a particular product. A market leader often dominates its competitors in areas such as customer loyalty, image, price, profit and spending on marketing and advertising.
Measurement plan	A document that contains the mission statement for your app or website as well as a description of the strategy and tactics you will

	use to achieve the objectives laid out in the mission statement. It will also include information such as the key performance indicators you will measure and how you intend to segment your data.
Merge	To combine or unite into a single object.
Metric	A system or standard of measurement.
Micro conversions	The completion of an activity which is of less importance than the primary, macro conversion. This may include activities such as account creations or signups for your email newsletter. For example, a visitor to a website may complete a micro conversion such as creating a new account before they complete a macro conversion such as ordering a product.
Mission statement	A formal written summary of the core purpose, focus and values of a company, organisation, or individual.
Performance data	Data on the way in which something performs. For example, data on how a piece of equipment performed during use.
Prescriptive analytics	A relatively new field of analytics, it examines data to predict what will happen and to suggest the optimal actions required to make a desired decision. It also aims to answer questions such as, “What should be done?” or “What can we do to bring about a certain result?”.
Predictive analytics	The process of using statistics and forecasting techniques to get information from existing data in order to recognise patterns and predict future outcomes and trends. This form of analytics aims to answer the question “What could happen?”. Predictive analytics provides companies with actionable insights based on data. It is important to remember that no statistical algorithm can “predict” the future with 100% certainty since the analytics is based on probabilities. This is important as business decisions need to be based on predictive analytics and not purely on gut instinct or experience.
Price	The amount of money expected, required, or given in payment for a good or service.
Qualitative data	Qualitative data is information that describes something, for example, gender, species, and hair colour. This type of data is useful to find out what people think or feel about a task and it is generally more difficult to analyse and draw conclusions from as you can’t always directly compare the data. An example of qualitative data would be a comment from a user saying “I enjoyed using this site”.
Quantitative data	Quantitative data is any kind of data that can be measured and represented with numbers. For example, quantitative data is used to measure things precisely, such as the temperature, the number

	of people in a crowd or the height of a building. An example of quantitative data would be “70% of users rated their enjoyment of the site above 8/10 in a survey”.
Real-time	If a process or action is done in real-time, it will occur in the actual time, without noticeable delay between the action being triggered and completed. For example, if a computer system updates information at the same rate as it receives data, this system is acting in real-time.
Reporting	A written summary of data or information to represent business progress against budget, schedule and scope.
Return on investment (ROI)	Return on investment (ROI) measures the gain or loss generated on an investment compared to the amount of money invested. ROI is usually expressed as a percentage and is typically used for personal financial decisions, or to compare the efficiency of different investments.
Sales	The exchange of a good or service for money.
Segmentation	A marketing strategy which involves dividing a broad target market into smaller groups with common needs interests, and priorities, allowing you to create a strategy to specifically target them. Segmentation allows you to separate and analyse subsets of your data. For example, you may segment your data based on consumer purchasing behaviour, demographics or geographical location.
Server	A server is a computer that provides data to other computers. It may serve data to systems on a local area network (LAN) or a wide area network (WAN) over the Internet. Many types of servers exist such as web servers, mail servers and file servers.
Tactic	A plan or action carried out as part of an overall strategy intended to achieve a particular goal.
Tangible	Something that is real or factual. It can be capable of being touched or felt.
Traffic	The number of people visiting a particular website or app.
User	A person who uses or operates something.
Visual analytics	Visual analytics is a form of analytics in which graphical displays of data are used to provide insights and allow the exploration of such data. A visual analytics system will often use a specific software dashboard to present analytics results visually. For example, the dashboard screens might have various systems involving visual graphs, pie charts or infographics tools.