

WEEK 1

A DAY IN THE LIFE OF A WEB ANALYST

What is Web Analytics?

Web analytics means collecting, analysing and reporting on online data to be able to understand and optimise a company's or a brand's presence online. As a web analytics analyst, you're responsible for finding out about customer behaviours and the effectiveness of online content, such as advertisements. The insights you're creating will help your company make better decisions. You might be working together with the Marketing team, or if you're in a big company, you might be part of a Data & Insights team. As a junior web analytics analyst, your entry level salary is likely to start at £18 - 25,000 a year, and rise to £30 - 40,000 after 3-5 years in the job. These figures vary depending on your location and industry.

What are some of the key skills that you'd develop in this job?

- **Comfortable with numbers.** No need to be a maths expert, but you will do analysis of data to find out what works and what doesn't.
- **Problem Solving.** You will analyse the data to answer the questions "what" and "why" and really get to the root of a problem.
- **Presentation** You will present to people who won't be as close to the data as you are, and you'll need to explain it in a way they will understand.
- **Communication.** You will be part of a team and need to be able to communicate your findings effectively.
- **Business acumen.** You'll learn how the data has business implications, and how you can make recommendations to improve the company.

What are the tools of the trade?

- **Analytics software.** These help you understand what's going on! You can find out how customers react to your content, how many clicks you get, and many other things.
- **Data visualisation tools.** A big part of your role is showing others what you've found in the data. People can understand data much better when it's in a chart or a graph than in a table.
- **MS Office pack.** You might do analysis in Excel, or create presentations in PowerPoint. These tools will prove very important in your day to day work.
- **Native Social Media analytic tools.** Many pages like Twitter, Instagram and Facebook have "native" analytics tools that are integrated into the platform. You can use them to find out engagement rates, likes and interactions.

A typical day

9am

The first thing you do when you get to your desk - after getting a coffee of course – is check your emails. You're working with a client and as part of a team, so it's important to stay on top of emails and respond to questions.

10am

There are a couple of advertising campaigns running at the moment, and you're responsible for keeping track of how well they're doing. For that purpose, you keep a tracker in Excel and update it every day with your "key performance indicator" metrics - the most important data points! Keeping track of these will help to show how well the campaign is performing.

11am

When reviewing the data, you notice that one of the advertisements has been performing badly for a couple of days. You quickly summarise your findings to be able to show the evidence to your manager. In a quick meeting, you show them a breakdown of where things go wrong. In this case, the advertisement is placed low on the page, and many people don't even scroll that far down. Your manager can now use these insights to decide if they want to make changes to the advertisement.

12pm

It's lunchtime! You might be out for food with your colleagues and the other people from the Marketing team, but in case you're deciding to have a stroll instead today, you might be checking out if there's anything new on the analytics blog you're following, or check what's going on in your industry.

1pm

Today is a special day because you are wrapping up a Social Media and advertisement campaign that has been running over the last month. Your team will want to know exactly how it performed, what advertisements led to a lot of conversions, which posts got the most likes and shares, and what the engagement rates were like. You first get all the right data together before creating visualisations to make it easy to understand for the whole team

3pm

You're creating a presentation to show your findings to the team. This means more than just putting them on a slide though! You want to interpret the numbers for your colleagues so they can understand what they tell us about the real world.

For example, you've seen that people engaged much more with some posts than with others. What was special about them? Were they videos, photos or text? Did they contain certain keywords? At what time were posted? Who shared them?

5pm

You end your day by presenting your findings to the team. Everybody is really keen to hear the insights, and they ask lots of questions. They might make some connections that you didn't think about, so you might go back and check some other data points after the meeting. Everybody agrees that your analysis has been really insightful and will help to shape the next campaign!

Don't get put off by the jargon!

- **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.

- **Benchmark:** An established point of reference against which something can be measured in order to compare performance or reliability. 'Internal' benchmarking is setting expectations based on your own historical performance. '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.
- **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.
- **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.