

Digital Analytics Dashboard

Understanding and presenting commonly used digital metrics

16 June 2015 – Stephen Sangar

Overview

- Where are we now?
- Some common Google Analytics terms
- Strategy
- Different sources of data
- Digital Dashboards

Current situation?

- Google Analytics – look at occasionally or for particular campaigns/goals
- Social media accounts – look at “followers” but not any analytics

Defining some Google Analytics terms (1)



- Users, Sessions, Page views, Unique Page Views, Pages/session, Average session duration
- Average Time on Page, Bounce rate, Exit (%)
- Referral, Direct, Organic/Paid search, Social, Email, Other
- Campaign, Source, Medium

Defining some Google Analytics terms (2)

- Conversions, Goals
- Events
- Any others?
- Not from Google Analytics – Followers, Subscribers, Likes, Shares, Engagement (per post)

Strategy

- What are you trying to do?
- How will you define success/failure?
- What are you measuring over what time frame? E.g. in May 2015:

	1,205,916	sessions
Prev. month		3%
Prev. year		-8%

- Write down 4 or 5 measures for **your** digital communications.

Some data sources (1)

- Google Analytics – Campaigns, segments, goals
- Google Tag Manager
- Link shorteners (e.g. TinyURL, Po.st)
- Facebook insights
- analytics.twitter.com

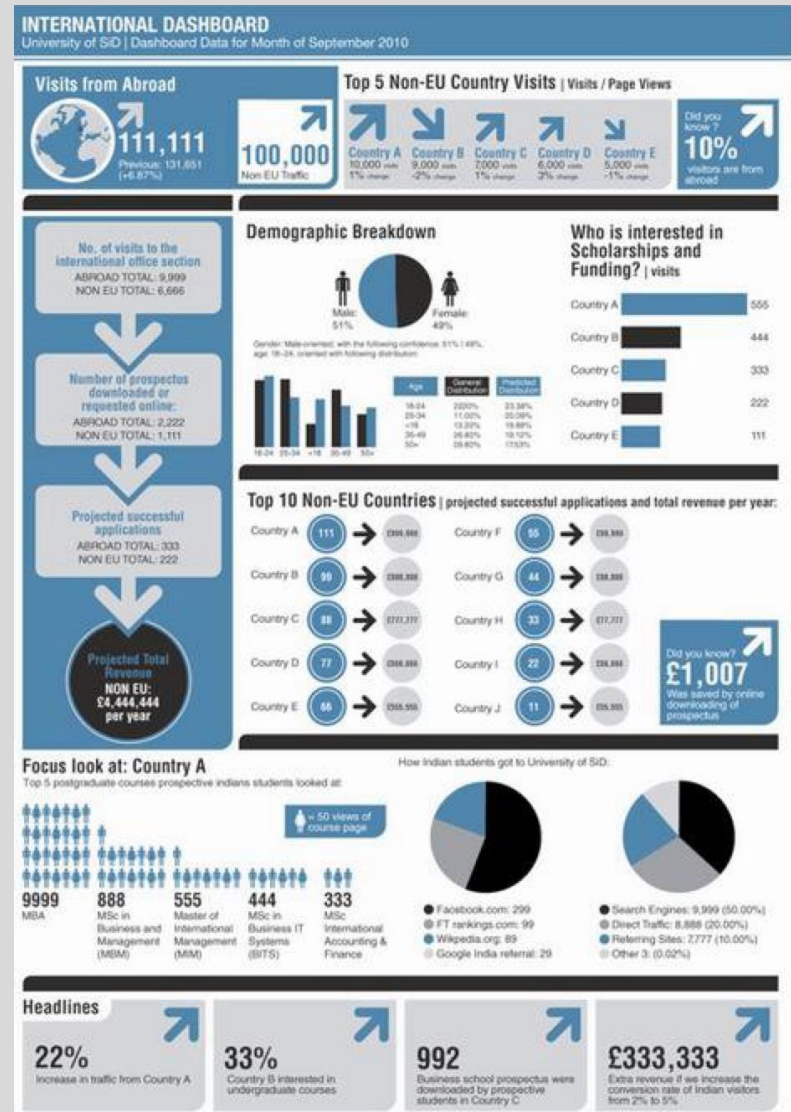
Some data Sources (2)

- YouTube (www.youtube.com/analytics)
- Instagram (InsTrack app)
- E-Newsletters
- Search
- SiteImprove
- Any others?

Digital Dashboards

- Monthly overview of key statistics
- Single page of A4 (separate dashboard for more details)
- Attractively presented
- Professional, example:

Ranjit Sidhu – SiD, Statistics into Decisions, sidspace.info



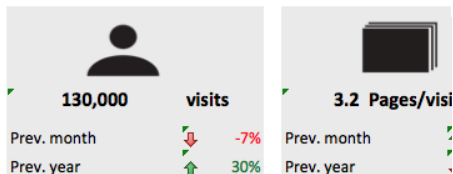
Tate and our dashboards

- www.tate.org.uk/about/our-work/digital/digital-metrics

TATE

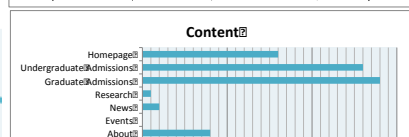
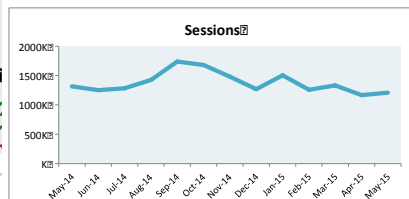
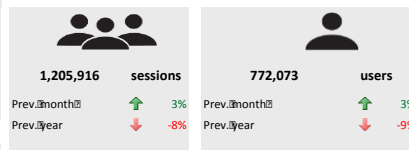
Highlights

(Summary of the results of the digital activity for this month)



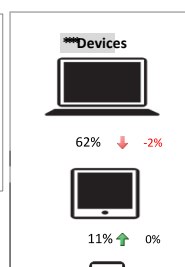
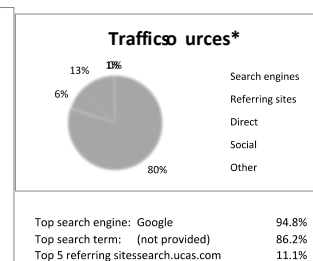
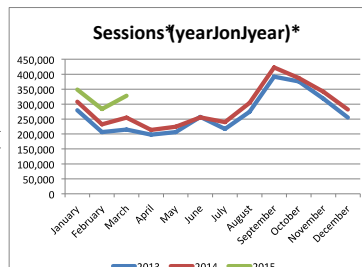
Highlights

A mixed bag of headline figures with comparisons to last month up, but comparisons to last year, which may indicate more serious users of the site than those just visiting the Undergraduate admissions increases its share by 1% as we move closer to a time when continue to grow after the company's purge of unused accounts, and Twitter and YouTube impressive growth and engagement.



Highlights

March figures show an impressive rise on last month and last year – with the exception of pages/session which compares the new site to the old site that had more pages. Devices are stable with over a quarter of web queries coming from a mobile phone. Sessions this month shows a decline towards the end of the month which may be due to school holidays for Easter.



How they work

- Single Excel file – one sheet for dashboard, on sheet for data

Calibri (Body) 11 B I U % 100% Search in Sheet

Home Layout Tables Charts SmartArt Formulas Data Review

Edit Font Alignment Number Format Cells Themes

Paste Fill Calibri (Body) 11 A A Wrap Text Percentage

B I U Merge Conditional Formatting Styles Insert Delete Format Themes

A185	=IF(A184<>>0,(A184-AH84)/AH84,"")																		
	A	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO
	Metric	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15						
2	Top																		
3	Sessions	1,250,665	1,283,950	1,424,531	1,737,711	1,678,972	1,481,069	1,267,005	1,502,477	1,258,107	1,332,846	1,166,883	1,205,916						
4	% prev. month	-5%	3%	11%	22%	-3%	-12%	-14%	19%	-16%	6%	-12%	3%						
5	% prev. year	793%	888%	-12%	7%	-4%	-7%	-7%	-11%	-3%	-13%	-8%	-8%						
6	Users	770,859	789,386	905,401	1,019,648	978,344	893,091	800,528	906,223	833,402	853,401	752,789	772,073						
7	% prev. month	-9%	2%	15%	13%	-4%	-9%	-10%	13%	-8%	2%	-12%	3%						
8	% prev. year	27530579%	24668213%	-2%	11%	0%	-2%	-1%	-5%	17%	-3%	-5%	-9%						
9	Pageviews	4,139,547	4,216,976	4,671,917	6,157,960	5,533,377	5,011,244	4,112,239	5,111,906	3,904,692	4,450,980	3,801,748	3,906,181						
10	% prev. month	1%	2%	212260%	32%	-10%	-9%	-18%	24%	-24%	14%	-15%	3%						
11	% prev. year	197021%	191581%	424620%	-18%	-27%	-25%	-27%	-28%	-25%	-23%	-23%	-5%						
12	Pages/visit	3.31	3.28	3.28	3.54	3.30	3.38	3.25	3.4	3.1	3.34	3.26	3.24						
13	% prev. month	6%	-1%	-98%	8%	-7%	2%	-4%	5%	-9%	8%	-2%	-1%						
14	% prev. year	-97%	-98%	-97%	-23%	-23%	-20%	-21%	-19%	-23%	-15%	-16%	4%						
15	External																		
16	Sessions	992,127	1,051,722	1,246,707	1,518,155	1,359,675	1,213,836	1,075,810	1,243,680	1,018,873	1,098,455	970,402	976,699						
17	% prev. month	-8%	6%	19%	22%	-10%	-11%	-14%	16%	-18%	8%	-12%	1%						
18	% prev. year	793%	888%	-12%	7%	-4%	-7%	-7%	-11%	-3%	-13%	-8%	-8%						
19	Users	717,696	744,341	865,477	971,256	899,518	826,062	750,938	843,065	768,064	796,214	703,908	713,704						
20	% prev. month	-11%	4%	16%	12%	-7%	-8%	-9%	12%	-9%	4%	-12%	1%						
21	% prev. year	793%	888%	-12%	7%	-4%	-7%	-7%	-11%	-3%	-13%	-8%	-8%						
22	Pageviews	3,424,981	3,586,976	4,150,986	5,559,767	4,671,781	4,331,870	3,588,741	4,434,128	3,310,729	3,857,639	3,291,886	3,336,053						
23	% prev. month	-3%	5%	16%	34%	-16%	-7%	-17%	24%	-25%	17%	-15%	1%						
24	% prev. year	793%	888%	-12%	7%	-4%	-7%	-7%	-11%	-3%	-13%	-8%	-8%						
25	Pages/visit	3.45	3.41	3.33	3.66	3.44	3.57	3.34	3.57	3.25	3.51	3.39	3.42						
26	% prev. month	6%	-1%	-2%	10%	-6%	4%	-6%	7%	-9%	8%	-3%	1%						
27	% prev. year	-97%	-98%	-97%	-24%	-25%	-19%	-21%	-19%	-23%	-12%	-15%	5%						
28	Revenue																		
29	Total																		
30	% prev. month																		
31	% prev. year																		
32	Traffic sources																		
33	Search engines			52%	54%	57%	59%	60%	66%	62%	68%	67%	67%						
34	Referring sites			21%	23%	19%	15%	11%	9%	8%	7%	7%	8%						
35	Direct			23%	20%	21%	22%	23%	23%	23%	22%	21%	21%						
36	Social			3%	2%	3%	3%	5%	2%	6%	3%	4%	3%						
37	Other			2%	0%	1%	1%	1%	0%	1%	0%	1%	1%						
38	Device																		
39	Desktop			76%	77%	78%	77%	74%	75%	73%	74%	71%	71%						
40	% prev. month			10%	1%	1%	-1%	-4%	1%	-3%	1%	-4%	0%						
41	Tablet			8%	7%	7%	7%	7%	8%	7%	7%	7%	7%						
42	% prev. month			-47%	-13%	0%	0%	0%	14%	-13%	0%	0%	0%						
43	Smartphone			16%	16%	15%	16%	19%	17%	20%	19%	21%	21%						
44	% prev. month			0%	0%	-6%	7%	19%	-11%	18%	-5%	11%	0%						
45	Social media																		
46	Facebook			1,654,600	1,720,707	1,913,671	2,024,854	2,092,871	2,153,387	2,200,377	2,139,468	2,182,286	2,230,542						
47	% prev. month			873%	4%	11%	6%	3%	3%	2%	-3%	2%	2%						
48	% engaged users			0.6%	1.0%	8.0%	27.0%	26.1%	54.2%	33.7%	23.2%	18.1%	15.6%						
49	% prev. month			107%	61%	700%	238%	3%	108%	-38%	-31%	-22%	-14%						
50	Twitter			159,070	164,577	171,975	176,901	182,855	188,956	194,922	201,153	209,085	215,259						
51	% prev. month			-52%	3%	4%	3%	3%	3%	3%	3%	4%	3%						
52	% engaged users			2.2%	0.9%	1.0%	1.1%	2.4%	1.9%	3.6%	3.4%	3.2%	2.8%						
53	% prev. month			2100%	-59%	11%	10%	118%	-21%	89%	-6%	-6%	-13%						
54	Email subscribers																		
55	Main list																		
56	% prev. month																		
57	Members																		
58	% prev. month																		
59	Apps																		
60	Downloads																		
61	% prev. month																		
62	Revenue																		
63	% prev. month																		
64	Content																		
65	Homepage											16%	16%	16%					
66	Undergraduate Admissions				51%	24%	21%	22%	24%	25%	24%	25%	26%						
67	Graduate Admissions					27%	32%	35%	35%	26%	29%	28%	28%						
68	Research				1%	1%	1%	1%	1%	1%	1%	2%	1%						
69	News				1%	1%	2%	3%	1%	4%	2%	2%	2%						
70	Events				0%	0%	0%	0%	0%	0%	0%	0%	0%						

