

# ANALYTICS DESIGN AND IMPLEMENTATION

G Cloud 13 Service Definition Document

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## ANALYTICS DESIGN AND IMPLEMENTATION

ANDigital's Analytics Design and Implementation service creates an impactful insight and data-driven approach to unleashing the value from your data assets. It will define how to collect the data you need for key success metrics and to understand how people use your digital products and services in a compliant and robust way.



### SERVICE FEATURES

- Delivered through collaborative workshops, documentation of critical outcomes
- Understand organisational goals and metrics required to track / measure those
- Identify data requirements to delivery metrics and current gaps
- Identify analytics requirements based on data requirements
- Use techniques like customer journey mapping to identify tracking requirements
- Design robust data model for data collection
- Work with software engineers to implement tracking and data collection
- Train teams on use of tools such as tag managers, analytics platforms, visualisation tools
- Designed in accordance to relevant data privacy legislation such as GDPR



### SERVICE BENEFITS

- Analytics implementation is connected to organisational goals
- Avoids poorly thought out or over complicated data collection
- Improved data quality and transparency
- Enables data-driven decision making
- Develop high-value analytics skills in teams
- Repeatable processes and workshops to analyse and implement future requirements





# ABOUT **AND** Digital

## It's time to unlock greater value - faster.

AND Digital is a UK company built from the ground up to **accelerate digital delivery** - empowering organisations to deliver better, more efficient digital services and products today.

At the same time, we combine our technical expertise with an award-winning learning ethos. This means that even as we're helping clients ship best-in-class services, we're also helping to build the high performing digital teams and capabilities they need for continued success tomorrow.

The result?  
Greater value from digital, delivered faster.



UK-wide service delivery with 9 AND offices located across the country.



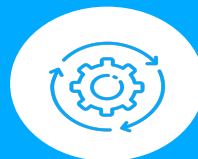
600+ Agile digital experts across product, technology, UX, delivery and data.



Onshore teams, co-located or remote, work alongside your in-house experts.



Multi-cloud expertise with AWS, Azure and Google Cloud certification.



200+ tech agnostic engineers to deliver smarter solutions - fast.



You retain the intellectual property for the services and products we build.



Transparent pricing and a service designed to adapt fast to your evolving needs.



Wide-ranging experience across sectors and highly regulated environments.



Ranked Outstanding for engagement and 10th Best Company to Work For in UK.\*

# CONTACT

For all questions and queries related to our pricing, please contact:

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