

ANALYTICS DESIGN AND IMPLEMENTATION

G Cloud 14 Service Definition Document



A photograph of two men in an office setting. The man on the left, wearing a dark blue polo shirt and glasses, is looking at a computer monitor displaying lines of code. The man on the right, wearing a white t-shirt and glasses, is looking at a laptop. The background is slightly blurred, showing other office equipment and a red wall. The text 'ANALYTICS DESIGN AND IMPLEMENTATION' is overlaid in large, bold, white capital letters.

ANALYTICS DESIGN AND IMPLEMENTATION

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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



A photograph of three people in a meeting. A woman with blonde hair is on the left, looking towards the right. Two men are in the center and right, looking at a whiteboard. The man in the center is pointing at the whiteboard with his right hand. He is wearing a light-colored shirt and glasses. The man on the right is wearing a dark jacket with a white logo that says "CALVIN KLEIN JEANS" and is also pointing at the whiteboard. The whiteboard has some papers and diagrams on it. The background is a blurred office setting.

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.



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9 AND offices located across
the country.



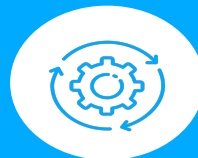
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