

Analytics and GA4 Configuration and Data Quality Audits

Service Definition

1. Service overview

Analytics and GA4 Configuration and Data Quality Audits is an advisory service providing an objective assessment of analytics setup, GA4 configuration and data quality. It supports public sector organisations that need confidence that tracking, measurement and reporting are accurate, compliant and suitable for decision-making.

2. How the service works

The service is delivered as a structured, time-boxed audit based on an agreed scope and objectives.

Typical delivery activities include:

- Onboarding to confirm audit objectives, scope and success measures
- Review of GA4 account, property and access configuration
- Assessment of tagging and event setup
- Review of data layer structure and implementation
- Validation of conversions, events and key measurements
- Assessment of consent management and data collection settings
- Review of reporting configuration and attribution approaches
- Data accuracy, consistency and completeness checks
- Identification of risks, issues and dependencies
- Documentation of findings and prioritised recommendations

The buyer provides access to analytics platforms, tag management systems and relevant documentation. Delivery is typically remote.



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3. Skills and experience

The service is delivered by practitioners with experience in digital analytics, GA4 configuration and data quality assurance.

Roles typically involved include:

- Delivery or project manager
- Digital analyst
- Analytics or measurement specialist
- Technical implementation reviewer

The team applies established audit and validation techniques appropriate to public sector digital services.

4. Relevant experience

The supplier has the ability to deliver analytics configuration and data quality audits for public sector and regulated organisations.

Typical examples include:

- GA4 configuration reviews to identify tracking gaps
- Data quality audits to assess reliability of reporting
- Measurement framework reviews to support decision-making

Provides improved confidence in analytics data and clearer measurement priorities.

5. Onboarding and offboarding

Onboarding

The service begins with mobilisation to confirm scope, timelines, stakeholders and access requirements. The buyer provides access to analytics tools, tag management systems, consent tools and relevant documentation.

Offboarding

At completion, all audit findings, analysis outputs and recommendations are provided to the buyer in an agreed format. A close-out session is held to review findings and clarify next steps.

6. Service constraints

The service is advisory only and does not include implementation or ongoing analytics management. Findings depend on the quality, completeness and availability of access to analytics platforms, tagging systems and data provided by the buyer. Results reflect configuration and data at the time of audit and may change as platforms, requirements or user behaviour change.

7. Service management and support

Delivery is managed by a named delivery lead responsible for coordination, progress reporting and communication. Regular check-ins are used to validate findings and confirm direction. Issues and risks related to access or dependencies are escalated as required. Ongoing support after delivery is not included.

8. Technical and operational requirements (if applicable)

Buyer involvement may include providing access to GA4, tag management systems, consent management tools and reporting platforms. No specialist buyer-provided infrastructure is required beyond agreed access arrangements.

9. Hosting, data and security

The service does not include hosting or operation of systems. Buyer-provided data is used solely for delivery of the audit and handled in line with agreed confidentiality and security requirements. No long-term data storage is required.

10. Exit, data return and deletion

At the end of the service, all buyer-owned data and materials are returned as part of the agreed outputs. Any copies held for delivery purposes are deleted in line with agreed



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confidentiality arrangements. No ongoing access or transition support is provided beyond close-out activities.



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