

Planning and Analysis

What does Success look like?

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What we will talk about

The current situation

Trends in Data and Business Intelligence (BI)

Tools to use today

Tips to use

Summary

Q&A



Coming Full circle As An SME



Adapted from the Sostac Model

Redefining Céad Míle Fáilte?

KEEP
6 FEET
APART



RADAR
by Michael Bosonnet
Strategic insight & data analytics specialists

How Do I Continue My Business?



How Do I Reopen My Business?



Some Reassuring Realities



Adapted from the Sostac Model

**Business people
with analytics
skills not just
analysts**

PwC

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**Identifying the
problem is
usually a
challenge**



**What are some of
your current
challenges?**

Trends to Take Advantage of



Adapted from the Sostac Model

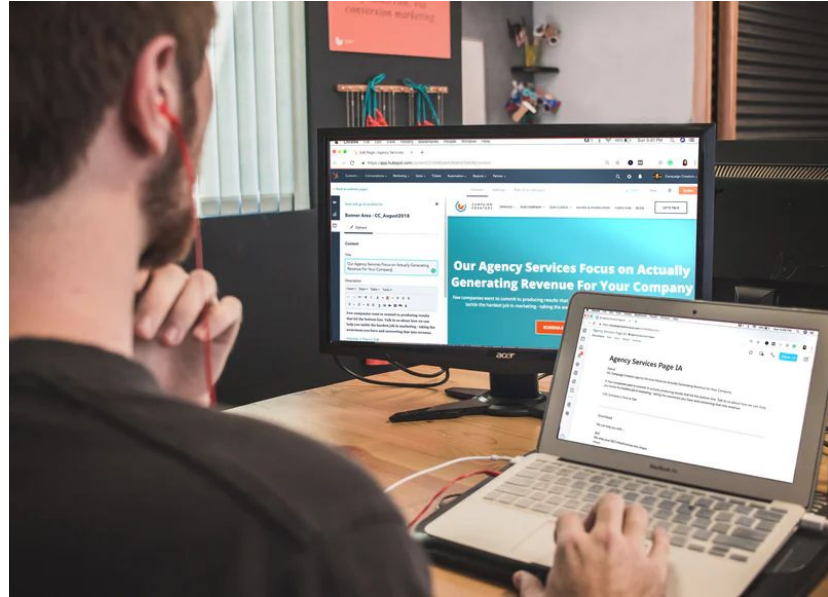
Data Analysis Automation

More real-time data

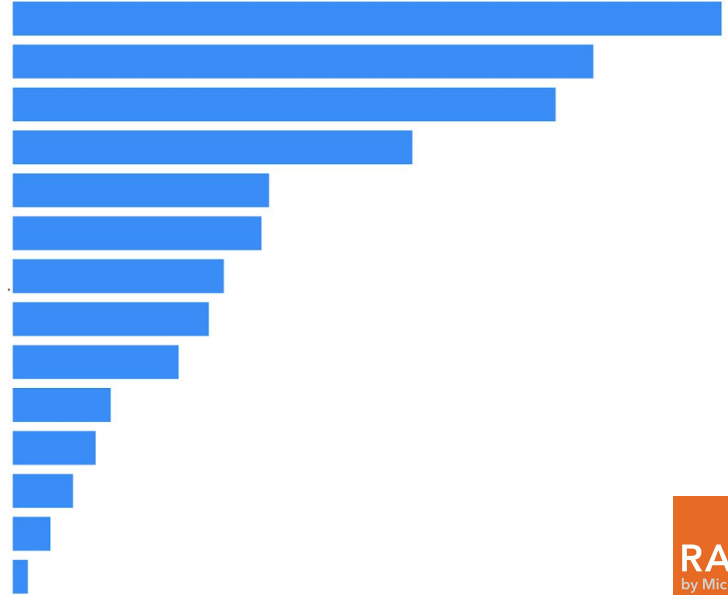
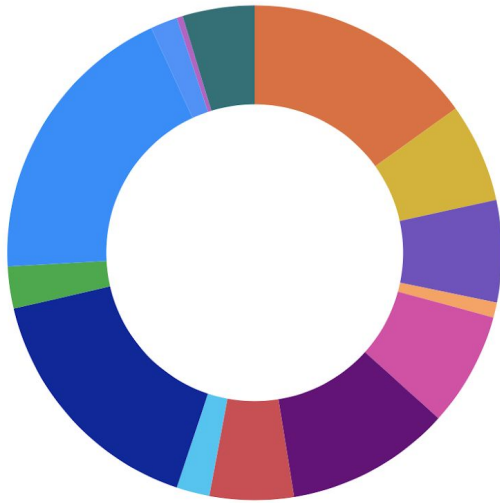
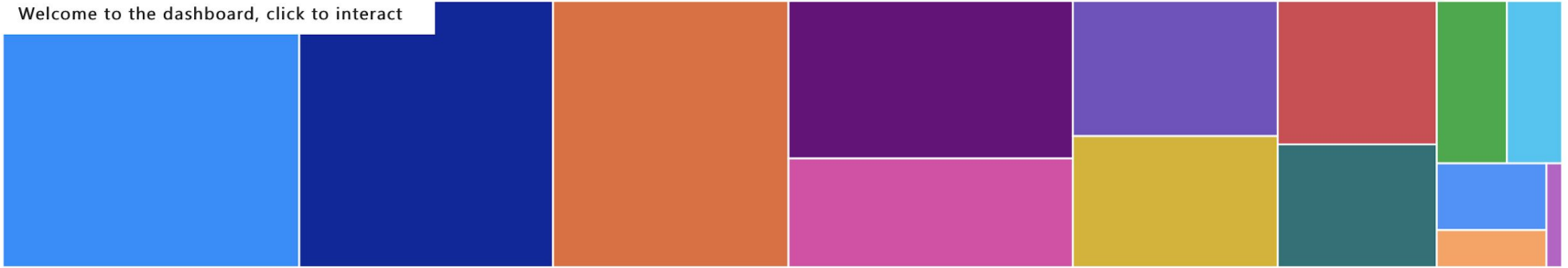
Speeding up business
decision-making procedure



Using Business Intelligence



Welcome to the dashboard, click to interact

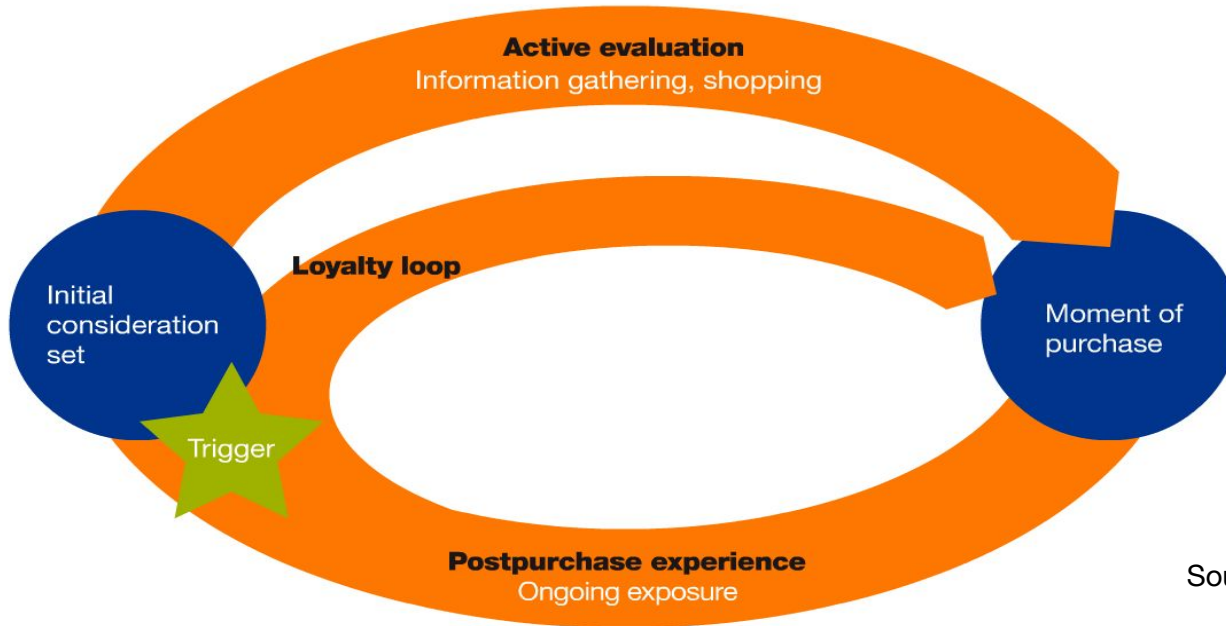


Data Is For You



Adapted from the Sostac Model

Decision making process



Source: McKinsey

What can I do?

Social media presence

Scheduling content

Search engine optimisation

Observing Analytics

- Traffic
- Sentiment
- Pre-bookings



Email marketing



Brief?

Knowledge?

KPIs?

Stakeholders?



Your Digital Metrics

Levels of engagement (#)

Influencer engagement

Growth, Reach, SoV

Conversions - ecommerce

Campaign engagement

Earned media Sharing

Organic conversation

Traffic



BIG DATA & SMEs

Better Products and Service

Competitive Advantage

Customer Insights



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Strategic insight & data analytics specialists

Communication

=

Success



UX is
essential to
success



Practical Tools



Adapted from the Sostac Model

What we will talk about

Google

Hubspot or Intercom

Mailchimp

Shopify

Facebook

Twitter

Q&A



Using Google My Business



Businesses like mine appear here!

Google take away near swords dublin

Find results on

- Just Eat Swords Co Dublin, Order...
- TripAdvisor THE 10 BEST Delivery...
- Zomato Rathbeale's T

Map showing locations in Swords, Dublin:

- Lin Kee
- Spice Of India
- Roxy Take Away

Rating Hours

⚠ Hours or services may differ

Business Name	Rating	Reviews	Price	Type	Address	Services	Image
Roxy Take Away	4.2	84	€	Takeout restaurant	75 Main St	Late-night food · Casual · Delivery	
Spice Of India	4.0	170	€€	Takeout restaurant	29 Main St	Cash only · Happy hour food · Late-night food	
Lin Kee	3.7	185	€€	Chinese Takeout	56 North St	Casual · Delivery	

[More places](#)

Using Google Analytics



Home

Customization

REPORTS

Realtime

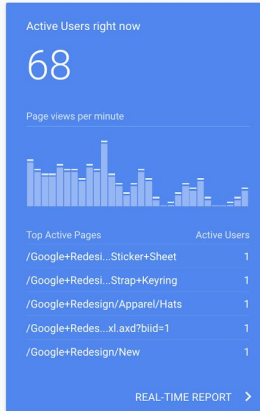
Audience

Acquisition

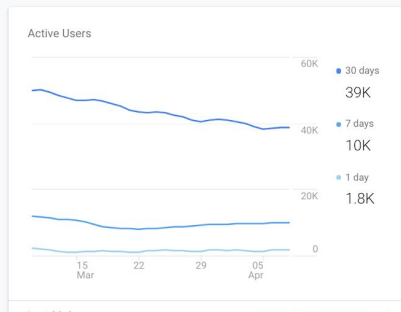
Behavior

Conversions

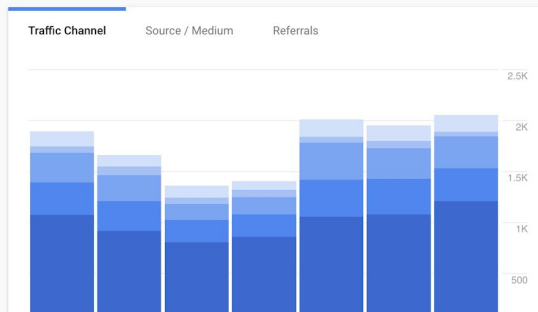
Google Analytics Home



How are your active users trending over time?



How do you acquire users?



- Attribution ^{BETA}
- Discover
- Admin



- Home
- Customization
- REPORTS
- Realtime
- Audience**
 - Overview
 - Active Users
 - Lifetime Value BETA
 - Cohort Analysis BETA
 - Audiences
 - Demographics**
 - Overview**
 - Age
 - Gender
 - Interests
 - Geo
 - Behavior
 - Technology
 - Mobile
 - Cross Device BETA
 - Custom
 - Benchmarking
- Attribution BETA
- Discover
- Admin

Demographics: Overview

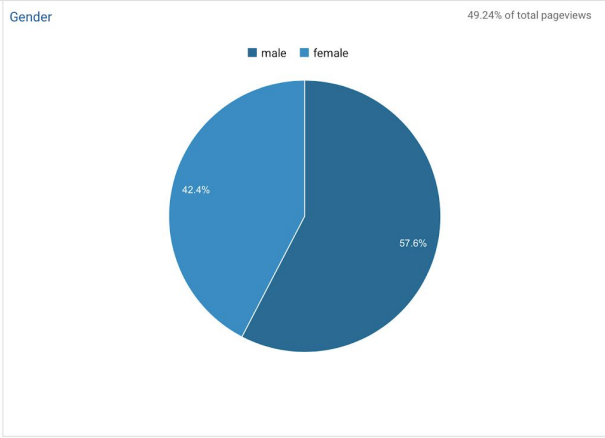
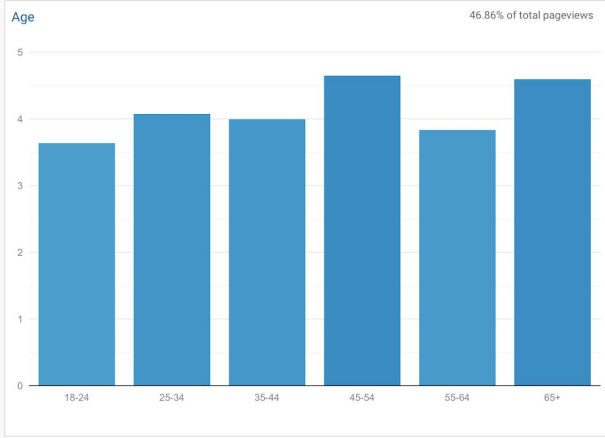
SAVE EXPORT SHARE INSIGHTS

All Users
100 100% Users

+ Add Segment

Apr 1, 2020 - Apr 7, 2020

Key Metric: Pages / Session



This report was generated on 4/8/20 at 5:24:35 PM - Refresh Report



- Home
- Customization
- REPORTS
- Realtime
- Audience**
 - Overview
 - Active Users
 - Lifetime Value BETA
 - Cohort Analysis BETA
 - Audiences
 - Demographics
 - Interests
 - Geo
 - Behavior**
 - New vs Returning
 - Frequency & Recency
 - Engagement**
 - Session Quality
 - Conversion Probability BETA
 - Technology
 - Mobile
- Attribution BETA
- Discover
- Admin

Engagement

SAVE EXPORT SHARE INSIGHTS

All Users
100.00% Users (100.00% Sessions)

+ Add Segment

Apr 1, 2020 - Apr 7, 2020

Distribution

Session Duration Page Depth

Sessions

12,029

% of Total: 100.00% (12,029)

Pageviews

47,780

% of Total: 100.00% (47,780)

Session Duration	Sessions	Pageviews
0-10 seconds	6,429	7,080
11-30 seconds	918	2,436
31-60 seconds	880	3,119
61-180 seconds	1,459	7,625
181-600 seconds	1,353	11,959
601-1800 seconds	795	10,453
1801+ seconds	195	5,108

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- Home
- Customization
- REPORTS
- Realtime
- Audience**
 - Overview
 - Active Users
 - Lifetime Value BETA
 - Cohort Analysis BETA
 - Audiences
 - Demographics
 - Interests**
 - Overview**
 - Affinity Categories
 - In-Market Segments
 - Other Categories
 - Geo
 - Behavior
 - Technology
 - Mobile
 - Cross Device BETA
 - Custom
 - Attribution BETA
 - Discover
 - Admin

Interests: Overview

SAVE EXPORT SHARE INSIGHTS

All Users
100.00% Users

+ Add Segment

Apr 1, 2020 - Apr 7, 2020

Key Metric: Users

Affinity Category (reach) 52.59% of total users

3.63%	Shoppers/Value Shoppers
3.57%	Media & Entertainment/Movie Lovers
3.38%	Technology/Technophiles
2.75%	Media & Entertainment/Music Lovers
2.38%	Travel/Business Travelers
2.36%	Lifestyles & Hobbies/Green Living Enthusiasts
2.25%	Lifestyles & Hobbies/Outdoor Enthusiasts
2.23%	Lifestyles & Hobbies/Shutterbugs
2.22%	Sports & Fitness/Health & Fitness Buffs
2.16%	Travel/Travel Buffs

In-Market Segment 48.34% of total users

4.45%	Employment
3.03%	Business Services/Staffing & Recruitment Services
2.80%	Business Services/Advertising & Marketing Services
2.57%	Employment/Career Consulting Services
2.39%	Financial Services/Investment Services
2.33%	Software/Business & Productivity Software
2.00%	Business Services/Business Technology/Web Services/Web Design & Development
1.53%	Consumer Electronics/Mobile Phones
1.49%	Business Services/Business Technology/Enterprise Software
1.49%	Education/Post-Secondary Education

Other Category 52.04% of total users

3.19%	Arts & Entertainment/TV & Video/Online Video
2.60%	[Life Events] Job Change/Recently Started New Job
2.55%	[Life Events] Moving/Recently Moved
2.24%	[Life Events] Job Change/Starting New Job Soon
2.02%	Arts & Entertainment/Celebrities & Entertainment News
1.92%	[Life Events] Moving/Moving Soon
1.86%	Reference/General Reference/Dictionaries & Encyclopedias
1.34%	News/Business News/Financial Markets News
1.31%	Arts & Entertainment/Music & Audio/Pop Music
1.04%	Internet & Telecom/Mobile & Wireless/Mobile Phones/Smart Phones

This report was generated on 4/8/20 at 5:25:17 PM - Refresh Report



Analytics Intelligence ×

Insights Saved Read

Analyze Product Performance ^

What's my total product revenue for the last 30 days?

Show me a trend of product revenue over the last 3 months

Year-over-year growth in average order value last month

What are my top products in terms of revenue?

What are my top products in terms of transactions?

What default channel groupings have the most revenue?

How many transactions used order coupon codes?

Average quantity by product

What products have more than 5 unique purchases last month?

Analytics Intelligence ×

Insights Saved Read

Website performance week-over-week
Mar 30 – Apr 5, 2020 vs. Mar 23 – 29, 2020

Reach users who are close to converting with Smart Lists

Your ecommerce conversion rate decreased on some landing pages
Mar 1 – 31, 2020 vs. Feb 1 – 29, 2020

creatoracademy.youtube.com has low ga:bounceRate
Mar 1 – 31, 2020

Your site performs below average for 1920x1080
Feb 5 – Mar 31, 2020

Analytics Intelligence ×

Insights Saved Read

Content Analysis ^

What are my top pages in terms of pageviews?

What are my top landing pages in terms of sessions?

What pages do people spend the most time on?

What are my top landing pages by revenue?

What are my top landing pages by users?

Entrances and Exits for my top pages

Which landing pages with over 10 sessions have the worst bounce rates?

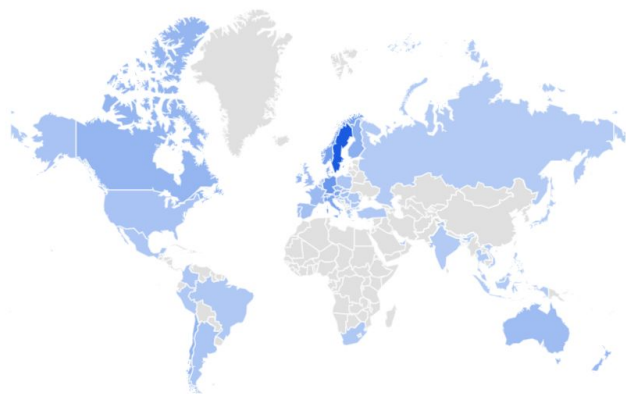
Using Google Trends



Greta Thunberg

Interest by region ?

Region ▼



Include low search volume regions

Related queries ?

Rising ▼



1 greta thunberg speech

Breakout

2 climate change

Breakout

3 greta thunberg climate change

Breakout ⋮

4 greta thunberg un

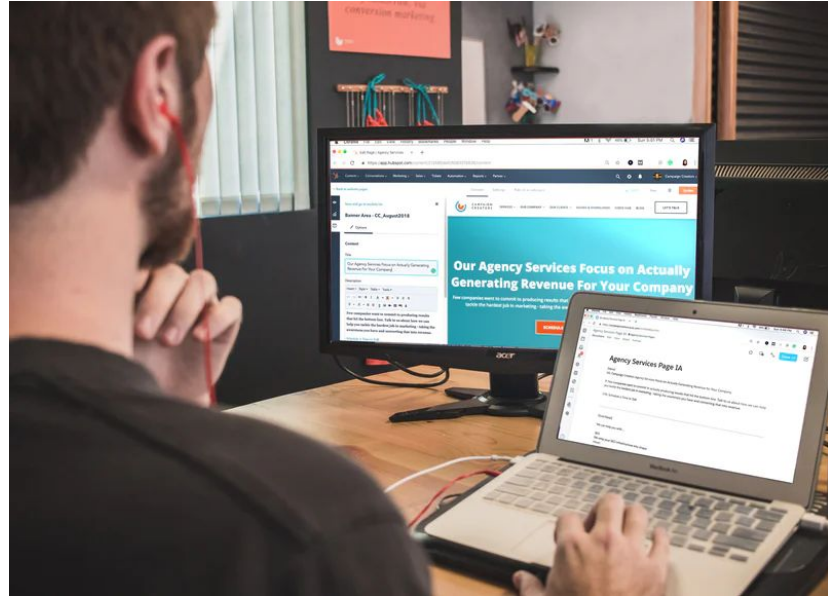
Breakout

5 greta thunberg meme

Breakout

< Showing 1-5 of 25 queries >

Using Hubspot



The Free CRM With Something for Everyone

Think CRM software is just about contact management? Think again. HubSpot CRM has free tools for everyone on your team, and it's 100% free – forever. Here's how the free HubSpot CRM makes *your* job easier ...



Sales Leaders

Salespeople

Marketers

Customer Service Teams

Operations Managers

Business Owners

HubSpot CRM for Sales Leaders

With the easy-to-use HubSpot CRM, you'll never have to manually update reports or wonder how your team is tracking toward quota. Because you have more important things to do.

Get free CRM



What is your business looking for in a CRM? I'm here if you want to chat about how HubSpot's CRM can meet your needs.



RADAR

by Michael Bosonnet

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Using our proprietary RADAR method we combine data analytics & human insight to solve your business problems

BOOK A COMPLIMENTARY 30-MINUTE CONSULTATION



Using MailChimp



Mailchimp

Is a free tool that can be used for
creating Newsletters in just simple
steps



[Regular](#) Automated Plain-text

Create an email

Keep your subscribers engaged by sharing your latest news, promoting a line of products, or announcing an event.

Campaign Name 100 characters

Begin

[Cancel](#)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Select a template

Layouts Themes Saved templates Campaigns Code your own

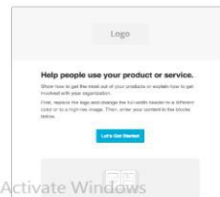
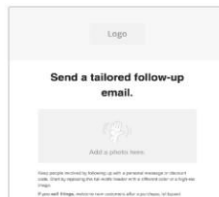
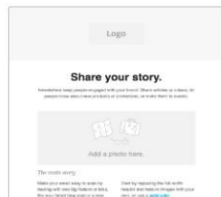
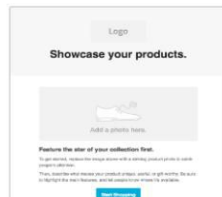


More ways to tell your story

Get access to a variety of layouts that can keep your emails looking professional and fresh.

Upgrade Now

Featured



Deny Give Feedback Help Preview Template Continue

Blocks Style Comments

Logo

Showcase your products.

Add a photo here.

Text

Boxed Text

Divider

Image

Image Group

Image Card

Image + Text

Share

Social Follow

Button

Footer

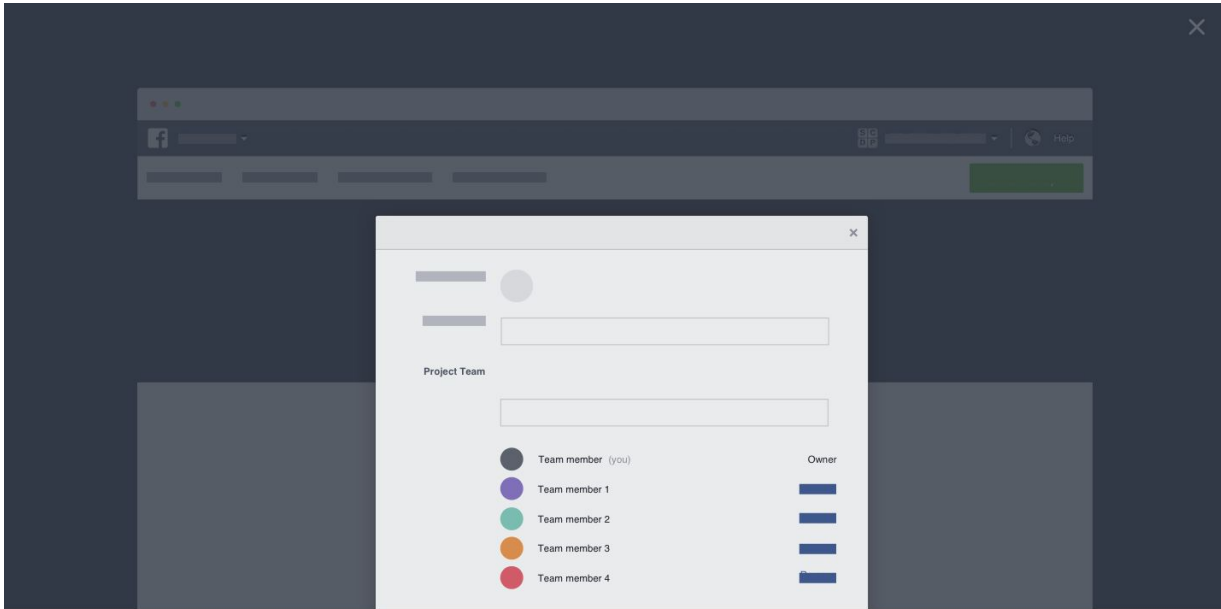
Code

Video

Activate Windows

Using Facebook Business





Edit and create a team

Share a project with anyone in your company and allow multiple people to iterate on mockups.



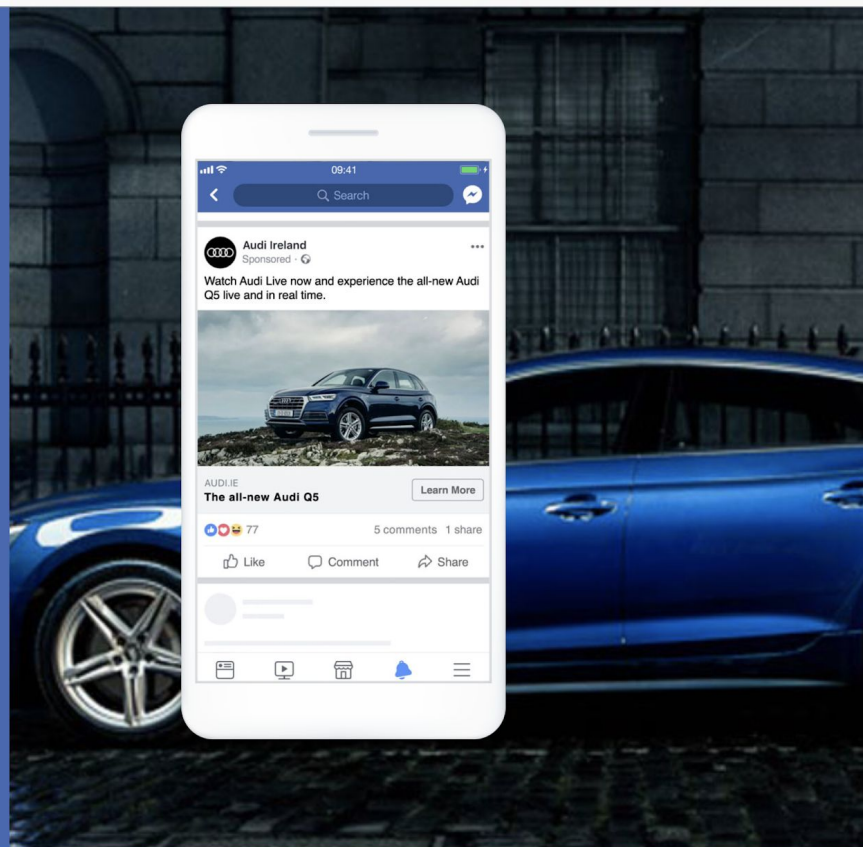
Back

Next

Photo

Photo ads offer a clean, simple format to feature engaging imagery and copy. Convey who you are and what you do through high-quality images or illustrations.

[Learn About Photo Ads](#)



FACEBOOK IQ

People Insights

Understand consumer behaviour across generations, geographies, devices and time.

Select another insights category: [People Insights](#)



PEOPLE INSIGHTS

6 April 2020

5 reasons travel brands should focus on messaging >



PEOPLE INSIGHTS

13 March 2020

Hot Topics in Canada for January 2020 >

CREATE AUDIENCE

Location o v

IRELAND, DUBLIN
Dublin

+ Country, region or city

Age and Gender o v

Age
18 — 34

Gender
All Men Women

Interests o v

ENTERTAINMENT > FILMS
Action films

+ Interest

Connections v

Pages v

People Connected to
+ Your Page

People Not Connected to
+ Your Page

Advanced >

(New Audience) 150K - 200K monthly active people

People on Facebook Country: Ireland *i*

Demographics | Page Likes | **Location** | Activity

Top Towns/Cities | Top Countries | Top Languages

Towns/Cities	Selected Audience	Compare v
Kilmainham, Dublin, Ireland	0.4%	+300%
Santry, Dublin, Ireland	5%	+229%
Phibsborough, Dublin, Ireland	1%	+225%
Palmerston, Dublin, Ireland	2%	+220%
Finglas, Dublin, Ireland	3%	+200%
Dún Laoghaire, Dublin, Ireland	0.3%	+200%
Leopardstown, Dublin, Ireland	0.3%	+200%
Rathgar, Dublin, Ireland	0.3%	+200%
Stillorgan, Dublin, Ireland	0.3%	+200%
Terenure, Dublin, Ireland	0.3%	+200%

[See All](#)

Using Instagram Analytics



Twitter Sentiment





Practical Tips



Adapted from the Sostac Model

Master **one**
tool at a
time **[OBJ]**



Delve into **online** resources



Research terminology that you don't understand



Use tools like **Hubspot**
for scheduling
appointments with
customers

Hair salon

Make-up artist,  B&B

Hotel,

Restaurant,  gyms



Use Facebook & Instagram **analytics** for social insights on the mobile



Google my business (physical address and phone) insights

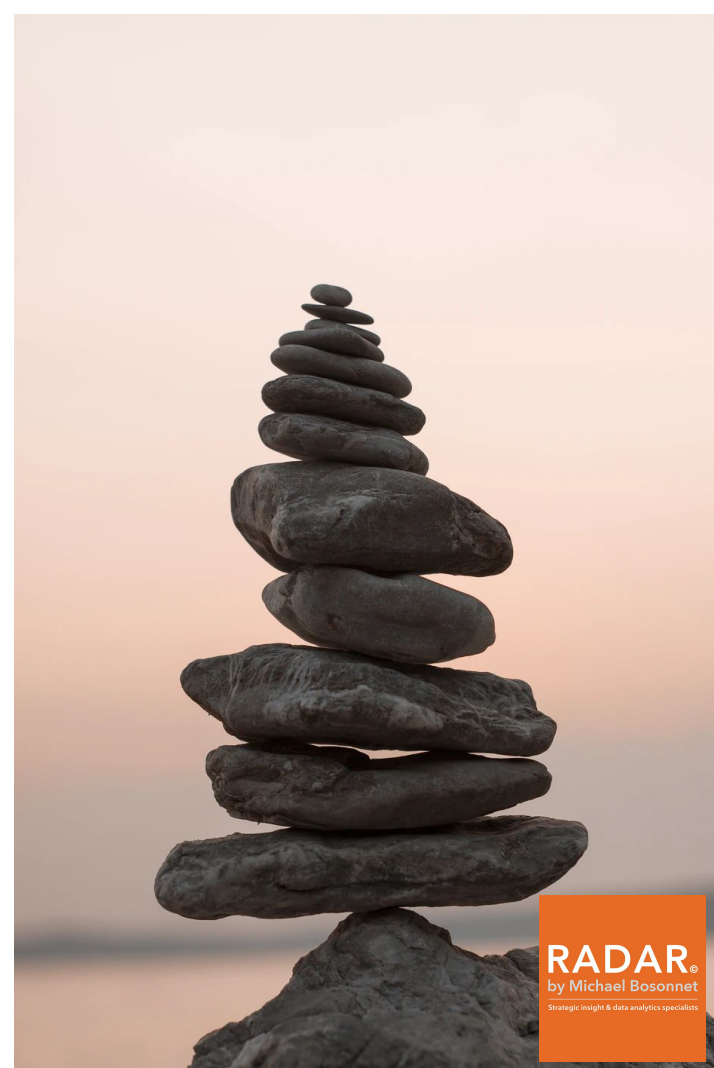


Research surveys, focus groups Online



My control

The Reality





Summary

1. **Keep it simple** master one tool at a time .
2. Now could be a good time to work on **improving your SEO** Search engine results
3. Sites such as Moz, Search Engine Land and SEMRush are **expert and authority sources** for SEO content.

Thank you

[Michaelbosonnet.com](https://michaelbosonnet.com)