

# NUMERIC analytics

## OBJECTIVE:

One of the world's largest providers of financial services and investment resources, needed to develop a robust web analytics practice that would provide the necessary insights for it to become a data-driven organization and make better business decisions.

Contact us today to see how we can help your company create more accurate and effective reporting.

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## Client: Financial Service and Investment Resource Company

## SOLUTION:

We were tasked with providing analytics on business issues central to achieving stated organizational goals. A key to achieving this goal was to use advanced web analytics as a business management tool to drive strategy. The analytics performed to date include:

### Data Validation

Our initial step was to validate the existing datasets (log file analysis) to ensure accuracy in data capture, processing methodology and metrics calculations. We also validated metric definitions to ensure consistency with industry best practices.

### KPI Development

To drive the extensive use of KPIs (Key Performance Indicator) as a management tool, we consulted with various internal stakeholders to identify, define and develop actionable metrics that were important in understanding the key drivers of each business segment. Visual dashboards were then developed for each business segment and distributed weekly.

### Internal Search Analysis

We conducted a detailed study of the internal search tool to determine user behavior. We then developed new dashboards for management to understand how people were using the search tool in order to optimize the experience, reduce drop-off rates and drive customer acquisition.

### Cross Channel Analysis

We provided insights into the underlying drivers of cross channel traffic flows between offline call centers and the company's web sites. Additionally, we performed analysis on the use of widgets to determine how people are using it, where widget referred visitors go and what they do once on the site. This insight enables us to do predictive modeling to drive the use of widgets as a new customer engagement channel.

## RESULTS:

As a direct result of the data validation, KPI development and reporting completed to date, the company has:

- Developed weekly dashboards that provide actionable information to management
- Provided key information on customer behavior for A/B testing to optimize online marketing initiatives
- Developed more insightful business reporting that enables performance-based decisions

In addition, we are currently providing technical input for a major site redesign based on extensive use of Rich Internet Applications.