Slaying the Data Dragon:
A real world guide to Google’s Data Studio
AGENDA

- 8.00 - 8.15am: Welcome
- 8.15 - 8.25am: Introduction to Data Studio
- 8.25 - 8.40am: Data Strategy
- 8.40 - 8.55am: Value of Quality Data
- 9.00 - 9.10am: Break
- 9.10 - 9.30am: Case Study
- 9.30 - 9.50am: Data Studio Implementation
- 9.50 - 10.20am: Data Evaluations
- 10.20 - 10.30am: Break
- 10.30 - 11.00am: Data Maintenance
- 11.00 - 11.15am: Re-evaluating your Strategy
- 11.15 - 11.45am: Panel + Q&A
Welcome
Chase Friedman, MBA, PMP

Digital Services and Marketing Manager
Dean’s Office | Texas A&M University
340V Wehner | 4113 TAMU | College Station, TX 77843-4113
James White, BSc.

Chief Strategy Officer
FreshForm | Data, Design & Innovation
2150 W Washington St | #112 | San Diego, CA 92110
When/What/Why/How

**Insight:** Strategy, Research, Workshops

**Ideation:** Systems, Story, Concept

**Expression:** UX, UI, Dev, Voice, Style

**Activation:** Marketing, Optimization, Reporting

**Experience:** Connections, Relationships

**Transformation:** Test, Iterate
Beauty in Numbers

- tx.ag/maysgds
Data Strategy
Data Strategy

- The difference between Data, Analytics & Insight?
- Why have data if you're not going to use it?
- The process for defining your KPIs
Data Strategy

- The difference between Data, Analytics & Insight?

  Step 1. Collect data
  Step 2. Apply analytics
  Step 3. Interpret insights
Data
Analytics
Data Strategy

• Why have data if you're not going to use it?
Lack of Insight = Lack of Engagement
Data Strategy

• The process for defining your KPIs
Value of Quality Data
Don’t do this...
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<td>559,580</td>
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<td>(3.17%)</td>
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<td>(50.62%) / (76.24%)</td>
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One man’s trash is another’s treasure

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% of Total: 2.64% (20,613,898)
Everything has a value

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Break
TAMU Health Science Center

- Google Analytics since May 2007 across at least 36 different sub-domains
Building Reports. Fast. tx.ag/maysgds
Treating diabetes using ‘the pharmacy within’

How the gut microbiome plays a major role in the development of type 2 diabetes
Traditional BSN in Round Rock beginning Fall 2017

Applications open November 1, 2016.

How to Apply

Financial Aid
Research
Student Life
Visit Us

Why Texas A&M Nursing?

Want to become a Family Nurse Practitioner?
Find out about our upcoming program.

NEWS
- Studying an innovative technique in the forensic nursing toolkit: Light
- Tips to help prevent cervical cancer
- Tips to protect your baby from RSV
- You Asked: What does the color of my mucus mean?

All News
Break
Data Maintenance
Creating Google Analytics links
Google Tag Manager
Reporting cadence
Re-evaluating your Strategy
Re-evaluating your data

- When is the right time?
- How often should I be doing it?
- What should I be looking for?
Re-evaluating your data

I am a Knight of Insight.
I fear nothing but not knowing.
The Dragon before me, serves to remind me,
That I should seek.
That I should probe.
That I should protect,
And that I should understand.
Re-evaluating your data

- When is the right time?
  - Change in business objectives
Re-evaluating your data

• How often should I be doing it?
Re-evaluating your data

• What should I be looking for?
Re-evaluating your data

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I fear nothing but not knowing.
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That I should protect,
And that I should understand.
Re-evaluating your data

The Data is the Dragon.
The Dragon is my friend and foe.
Seek it with My Stead,
Probe it with My Sword.
Protect it with My Shield.
These are my weapons,
To win the Battle.
Re-evaluating your data

I am the insight
I am a Knight of Insight.
I slay Data Dragons everyday.
I am the Knight of insight.
Panel + Q&A
Questions
Draft Questions

- How will data fundamentally change the way small and big companies operate?
- Can you talk about The 4 V’s of data and how we should consider/manage them?
  - Volume, Variety, Velocity, Veracity
- How will emerging technologies, trends and UI affect data consumption and data assimilation?
- What are the risks and benefits?
- How do we stay ahead of the curve?
- How does the design of your website ultimately affect your analytics and metrics that you see after the visitor has come and gone?
- In what ways can your UX design limit amount of time spent on page?
- How can I tell what my visitors are looking for when they come to the site?
References & Acknowledgments

- Phantasm Books Phantasmbooks.wordpress.com
- Forumgarden.com
- http://venturebeat.com/tag/analytics/
- http://luminet.co.uk/services/visibility-control/
- CMSwire
- Localytics
- http://medicine.tamhsc.edu/
- http://nursing.tamhsc.edu/
- https://footballfever.tamu.edu/