SAUDER SCHOOL OF BUSINESS

Executive
Education

PROFESSIONAL
DEVELOPMENT
PROGRAMS

Demystifying Digital Analytics

Leverage Collected Data to Make Informed Business Decisions

Digital analytics has evolved from simply tracking website traffic and page views, to understanding online behaviour and using this data to make informed business decisions. It's time to view your organization's digital assets as a critical profit-generating business channel, as opposed to a marketing expense.

In this self-directed, online micro-learning program, you will learn how data analytics can provide an accurate, real-time picture of your online and digital business initiatives. Leverage online intelligence to make better data-driven decisions, respond faster in rapidly changing conditions, and optimize your digital ecosystem.

Takeaways

- Assess the impact of digital analytics on all areas of business
- Learn key determinants in measuring performance against relevant metrics
- Track the customer journey that led to a desired action, and use this information to build market engagement and brand loyalty
- Communicate insights to transform analysis into action
- Converse with technical experts responsible for implementing digital analytics
- Take your organization to its desired future state

Audience

Regardless of your previous knowledge, this non-technical program is a great place for you to start your journey in discovering analytical insights and communicating them to influence decisions.

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Program Content

- Trends in industry intelligence: capabilities in online intelligence, the impact of digital marketing
- Understanding the big picture: what digital analytics entails, how online and digital initiatives help you make data-driven decisions
- Four reasons for using data to drive action and enhance business goals
- Stages of the customer journey: how digital analytics enables you to track customer interactions
- Data analytics management: setting goals and objectives, gathering online intelligence, what should you measure
- Five digital business models and the objectives of each: e-commerce, lead generation, advertising, customer support, informational products
- The four critical factors of an effective digital strategy

Special Features

This program includes:
- A customized framework that enables you to articulate how to achieve organizational goals
- A roadmap for taking your organization from its current reality to its desired future state

Instructor

Njeri Watkins is a Data Analyst and Digital Intelligence Consultant at the Sauder School of Business. For the past two decades she has developed and taught programs on personal branding and marketing strategy for governments, community organizations and professional associations. An enthusiastic advocate for digital analytics and inclusive data-driven business environments, she is also Co-Chair of the Digital Analytics Association (Vancouver chapter).

To Register

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