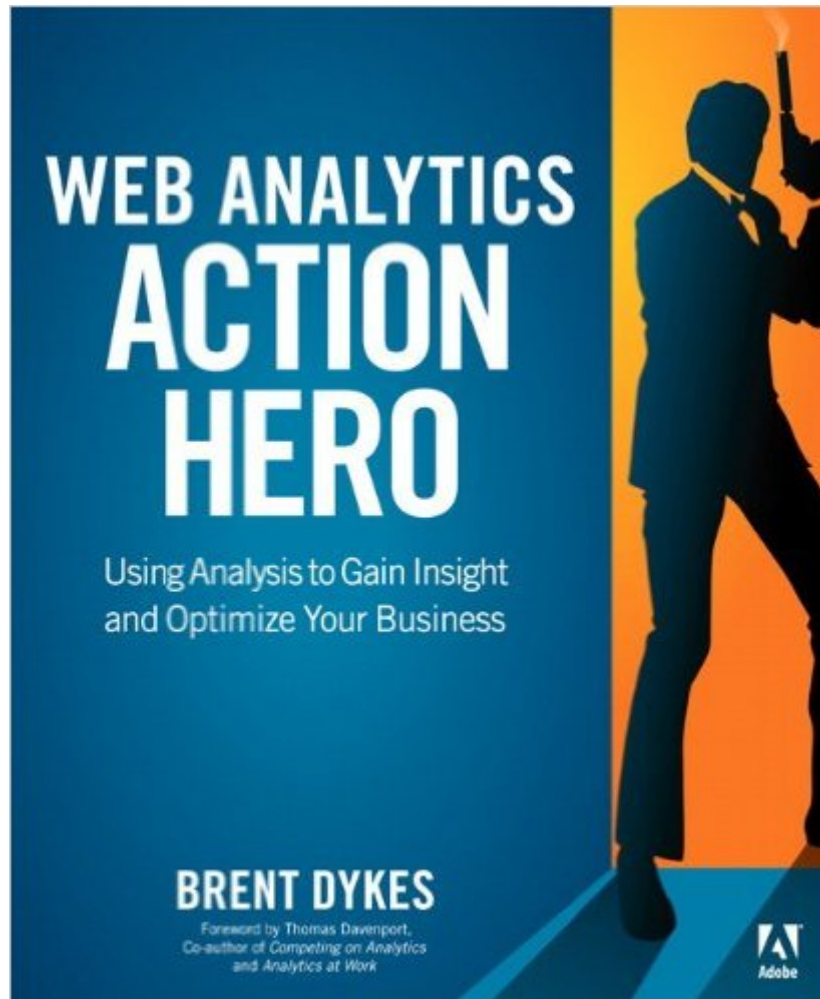# Web Analytics Action Hero: Using Analysis To Gain Insight And Optimize Your Business

Synopsis

Companies need more than just web analysts and data-savvy marketers to be successfulâ "they need action heroes! While most of us never battle evil scientists or defuse nuclear warheads, successful web analysts benefit from the same attributes that fictional action heroes embody. As a web analyst, your main goal is to improve your organizationâ ™s online performance. You can become an â œaction heroâ • by translating analysis insights into action that generates significant returns for your company. How you approach analysis is critical to your overall success. In this book, web analytics expert Brent Dykes addresses the unique challenges facing analysts and online marketers working within small and large companies, teaching you how to move beyond reporting and toward analysis to drive action and change. Taking a principle-based rather than a tool-specific approach, Brent introduces you to the Action Hero Framework that breaks down the analysis process into three key stages: Prioritize (what to analyze), Analyze (how to analyze), and Mobilize (how to drive action). And he reinforces these topics with real-world examples and practical tips from seasoned analysts at leading companies.   Defines the type of environment in which action heroes thriveâ "not just surviveâ "as well as how to defeat the villains of web analytics that stand in the way Arms web professionals with a strategic framework for executing online analysis, as well as an arsenal of analysis techniques Reveals how companies need to be both data-driven and action-agile to drive business value from web analytics For more action hero resources and information, check out the bookâ ™s companion site at www.Analyticshero.com. "The ideas in this book will take you days (or even weeks) to work your way through, and they fly in the face of the emotional approach to marketing. The question is: would you rather have your competition lead the way with data and science when it comes to reaching your market, or are you going to go first? That's how it is with action heroes--no guts, no glory."Â -Seth Godin AuthorWe Are All Weird "Don't let the jaunty, breezy style of this book throw you off. Brent successfully - and entertainingly - packs years of experience into these pages along with case studies and insightful help on getting the most out of web analytics, adding value to your company and boosting your career trajectory." -Jim Sterne Founder of eMetrics Marketing Optimization Summit, author of "Social Media Metrics" and Chairman of the Digital Analytics AssociationÂ Â Â

Book Information

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Customer Reviews

This book can be useful to people in many careers, not just the career of Web Analyst. That statement might seem odd, considering that the title and subtitle say nothing about the Web Analyst career. So before I talk about where this book excels, let's look at where it has some problems.The target reader of this book is the Web Analyst who works in a large corporation. Most of the text is devoted to the theme of making your case to executives and other stakeholders, so that action can come from your analysis. Thus, the subtitle should be changed to "How to Be a Successful Analyst in a Corporate Environment."The current subtitle implies that the book is targeted to the typical small business that can't afford to hire a Web Analyst except maybe on the occasional special project basis. The phrase "your business" does not apply to people who are not business owners.It makes sense that Dyke, who works for Adobe, would have this big company perspective. For the small business, this book is not appropriate.The bulk of this book pertains to any technical department head, albeit with the backdrop being the Web Analyst. When I was a plant engineer, I knew some of these principles at the start, but had to learn many of them as I went along. They are universal principles that any technical department head or manager should know and practice (emphasizing "should," here).What this means is if your job involves interacting with senior management, you can disregard the relatively small part of this book that's about analytics and use this book as a

framework for better dealing with your management.When Dyke strays from the career advice and actually "talks shop" about analytics, there is some good information.

If you are a web analyst, or are seeking a job as one, you need to read "Web Analytics Action Hero: Using analysis to Gain Insight and Optimize Your Business" by Brent Dykes. In an interesting and engaging format, experienced web analytics consultant, Dykes, addresses topics that analysts and online marketers need to know to move beyond reporting and toward analysis to drive action and change within their businesses.Did you ever think you would be reading about Indiana Jones when reading about web analytics? In this book you do. That's what made this book more interesting and engaging than many dry business type books. The action hero slant was fun and worked at teaching the lessons the author wanted to make.Action hero and superhero jargon aside, this book really does address some serious issues regarding analysis, and using the action hero model just makes it easier to remember and identify with. I mean, what computer nerd doesn't dream of being an action hero? So now, you can be an action hero behind the computer screen doing analysis.The format and layout of the book also makes it easier to read and learn the information presented. There are interesting quotes throughout the text, graphs, charts, and side boxes illustrate key points and continue to make it an interesting read. (As interesting and analysis can get anyway.) Some of the side boxes are Insider Insights that provide tips from top people in the field. Others contain Villain Profiles that illustrate things to watch out for and how to defeat these "villains."The book will help someone become an analyst, and it will help analysts become better. It describes the best environment for analysts and provides a strategy for executing online analysis with a variety of techniques.

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