

Analytics Review & KPI Selection

P4 Discovery phase / Introduction

Introduction

Objectives

In this work stream of the [Discovery Phase](#) we need to define what success looks like for us in SMART goals and how we intend to measure them. The selection of the key performance indicators (KPI) will answer the questions “*what can we measure?*” and “*what do we want to measure?*”.

The Analytics review work will answer the question “*how are we doing right now?*” with regards to the previously selected KPIs. We will analyse data from Google Analytics.

Approach

Deliverables

The format of the final findings / data points will probably be in a presentation format (graphs) with the supporting data points in one or more spreadsheets on (publicly accessible) google docs.

Activities

Activities of the Analytics Review & KPI Selection work stream are divided in 2 sub-streams:

- **KPIs audit**
 - [Create survey](#)
 - [Determine audience](#)
 - Collect the most commonly used KPI's with survey
 - Collate and review pre-selected KPIs
 - Create a list of most commonly used KPI's
- **Suggested new KPI's**
 - Review existing KPI's and brainstorm new ones based on the objective of P4
 - Make proposal on new targets levels for selected KPIs

Team

This work stream will be led by Michael Parker, with Pasquale Gentile. People from in and outside Greenpeace will participate, and both progress and outcomes will be publicly accessible, following the [open decision and communication approach](#).

Team members of this work stream are (to be confirmed):

Name	Role in the Stream	Office or Organisation?	City?
Michael Parker (MP)	Lead		
Pasquale Gentile (PG)	Lead	Gpi - Ged department	Rome
Nadav Savio (NS)	Project team support	User Experience consultant	Oakland, CA
Davin Hutchins	Staff	GPI Food For Life	Washington, DC
Michiel de Brieder	Staff	GP Netherlands	Amsterdam
Sina Nägel	Staff	GP Germany	Hamburg
Anselm Hannemann	Contractor ?		
Rachel Collinson	Volunteer		
Gabor Galgocz	Staff		
Cody Skinner	Staff	GPI, Engagement Systems	Vancouver, Canada
Nick Young	Staff		
Chris Nolan	Staff	GPI Project Management	Amsterdam
Alexis Chailloux	Staff		
Sylvia van Heck	Volunteer		
Diego Gonzaga	Staff		
Kritsana Srithanomwong (Noom)	Staff	Southeast Asia	Bangkok, Thailand
Lydie Padilla	Staff		
Daniel Assad	Staff	Brazil	São Paulo, SP
Osvaldo Gago	Staff	Spain	Madrid
Diego Solari	Staff	Andino	Argentina
Rachael Phillips	Volunteer		
Stefanus Wongsodiredjo	Staff	East Asia	Hong Kong
Dimitris Lyrantzis	Staff		

Timelines

Task	Status	Completed by	Assigned to
1. What do we do now?			
Create a list of most used metrics	completed	14 Sep	M Parker (MP), P Gentile (PG)
Create a survey with all metrics	completed	16 Sep	PG
Call #1 - Kick-off meeting - track group	completed	16 Sep	All
Collate feedback from track group & adjust survey	completed		MP, PG
Create a list of Audience for survey	completed	19 Sep	Diego
Send survey to audience	completed	20 Sep	Noom
Collect and analyse data	completed	22 Sep	MP
Make responses into presentable format	completed	22 Sep	MP
2. What do we want to measure and track?			
Call #2 - Brainstorm Part 1: present findings & brainstorm interactions	completed	26 Sep	MP PG
Call #3 - Brainstorm Part 2: Brainstorm KPIs and build on KPI's to create make more useful		29 Sep	MP PG
Collate the brainstorm outcomes into presentable format		30 Sep	MP, PG, ?
3. Finalise			
Create a report document		5 Oct	
Final presentation material		6 Oct	
Call #4 - Present the findings to the group		7 Oct	

Project tracking & Catch ups

High level activities will be tracked as tasks in Jira, with the Group Leader meeting with the Project Team as part of the Weekly Project Meeting.