

Use this checklist as means to gauge how prepared you are for implementing native analytics into your product. Remember, if you don't have all the items checked - that's okay - treat this as a thought starter when planning to offer embedded analytics to your customers. Keen's Native Analytics can help with this!

1. Define your analytics objective

- Can data help drive customer engagement?
- How will providing data to your customers differentiate your product?
- Do you have dedicated resources to help build out this product?
- Do you have executive buy in?

2. Data Readiness

- Do you currently have customer data stored?
- What sources do you need to collect data from? Are there APIs you can utilize for third party providers?
- How clean is your data?
- What format is your data in? Will you need to extract, load and transform it?
- What are the key KPIs your customers care about?

3. Security & Access

- How strict are the security requirements of your customers? What type of compliance do they require?
- How granular do you want to get with security partitions? By company, by department, by role?
- What are your hosting and infrastructure requirements?

4. Application UX

- How do you want to display the analytics within your application?
- How much control do you want customers to have over their analytics? Do you want to make it exportable? Do you want them to run their own queries?
- Do you know where in the user flow you'd like to incorporate analytics?
- Do you have a support structure set in place for customers who engage with your analytics service?

5. Performance

- How real time do your customers need their data to be?
- Do you have a sense for how many queries and how often you'll need to run these queries per customer?

6. Engineering Resources

- What are your current resource constraints?
- Do you have data engineering and data modeling expertise?
- Do you have a UI Engineer to design the look and feel of analytics into your application?
- What additional resources will you need?

7. Delivery & Extensibility

- Do you have a sense for the timeline to deliver an MVP?
- How often do you expect your customer metrics to change?
- Can you dedicate full time resources to build this?

Speed. Intelligence. Extensibility.

Interested in Keen's Native Analytics?
Schedule a consultation: sales@keen.io