DELIVERING ANALYTICS TO YOUR CUSTOMERS

Keen IO

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 security permissions? Securing 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