Emergency Insight Deep Dive Checklist

Ever walked into the office to see an email from a stakeholder who is panicking about recent insight into performance? They're pinning their hopes and dreams on the ability to dive into the date and decipher what's going wrong and what opportunities will turn the ship around in the right direction...

While not totally exhaustive, this checklist should serve as a good place to start if you have a need to conduct a data deep dive.

CHECKLIST

- [ ] (1) Confirm their data source integrity/accuracy and time period (rule out errors/breaks)
- [ ] (2) Check to ensure period they're comparing against isn't the outlier (was the comparison period just a really great month?)
- [ ] (3) Check for general daily/weekly/monthly trends
- [ ] (4) Check for YOY trends
- [ ] (5) Check traffic sources (increases and decreases by isolated source)
- [ ] (6) For key sources that are "down" look at whether significant budget shifts were made (spending less usually results in less output)
- [ ] (7) Check “path length” and “time lag” metrics
- [ ] (8) CHECK YOUR CHANGE LOG (or Google Annotations)
- [ ] (9) ELSEIF check for changes in messaging problem; think website conversion optimisation, imagery, placement, format changes
- [ ] (10) Consider external macro factors; algorithm shifts, Google Trends changes, new competitors in market and other market disruptors.

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