



# Analytics analysis note-taking template

## What's the claim/hunch?

What led you to look at this data? Did someone make a claim? Did you have a hunch?

## What was the eye opener?

What did you see in the data?

## What's the conclusion?

What did you learn?

## So what next?

What to do with this conclusion, further analysis, build a hypothesis

## Property \_\_\_\_\_

where was this data collected? Website, app, device

## What segment was applied?

details

- mobile
- tablet
- desktop
- age
- new visitor
- gender
- location
- conversion
- referer
- repeat visitor

\_\_\_\_\_  
describe your own segment

## Memory triggers

Tags, words and phrases that will help you remember this analysis