



Marketing Engineers

Data Discrepancy Analysis

Exploration

Discuss focus and theme
(specific events, countries,
campaigns, etc.)

Start

Request necessary account
access from IT

Discover current data
collection set-up

Is historical data collected
(e.g. marketing)

yes

no

Implementation

Set up anonymous data
collection (Posthog)

Request implementation of
script in website code from
IT/Marketing

Collect data
(waiting)

Export data from
compared sources

Request access to database

yes

no

Analysis and reporting

Compare, analyse and
visualise data

Are there any
significant
differences?

yes

no

Create report

Share insights

Is this useful?

yes

no

Keep data collection set-up

Follow-up project

Implement server-side
tracking

Fix current tracking set-up

Other...