Analytics weekly review template

A short structure for turning numbers into decisions.

BEFORE THE MEETING

Question: what decision does this review need to support?
Period: which dates are covered?
Changes: launches, tracking updates, campaigns or holidays that affected the data.
Definitions: how are conversions and qualified leads defined this week?

THE THREE LAYERS

Reach: impressions, reach, views, new visitors.
Engagement: saves, replies, shares, clicks, watch time.
Outcome: sign-ups, enquiries, purchases, qualified conversations.
Do not treat reach as an outcome. Label each number clearly.

WRITE THE REVIEW

Headline: one sentence describing the week.
Three numbers: each with a comparison and a source.
What changed: two or three likely explanations, with uncertainty noted.
What we learned: one useful observation.
Next action: one or two specific actions, with an owner and date.
Open questions: what we still cannot explain.

GOOD HABITS

Keep a dated log of changes so future numbers have context.
Compare like with like. Avoid comparing a launch week with a quiet week.
Say when the sample is too small to support a conclusion.
Delete charts that do not help a decision.

Placeholder resource from Social Magent. socialmagent.online