Google Analytics as Basis for Creation of Personas – A Proof of Concept for POWDIENCE

Personas are models of customer segments who are represented by a fictitious person. The use of personas helps companies to better understand their customers and therefore enriches in several areas. POWDIENCE offers a tool that can be used to create and validate personas based on real data. In this work, the student examines how personas can be created based on Google Analytics data and how the solution found can be integrated into the POWDIENCE-App.

Initial Situation

Personas are effective tools for companies to better understand their customers. With their help, the customers of a company become more comprehensible. This simplifies the development of new products and services. To create valid personas, they should be based on real data. This data can come from different sources. The start-up POWDIENCE intends to elaborate their offerings and is therefore researching further effective data sources.

Goals

The aim of this work was to investigate how data from the website analysis tool „Google Analytics" can be used to create effective personas. For this purpose, the possibilities offered by Google Analytics were examined. Based on these results, a python program was developed that processes the Google Analytics data from a website and creates personas. The solution found is to be integrated into the POWDIENCE-App.

Prototype

The developed prototype in this work accesses the Google Analytics data via the API provided by Google. This is a convenient way for the customer. The customer clicks on an icon to connect their Google Analytics to the POWDIENCE-App. The customer is automatically forwarded and enters their access data. After that, the data will be processed further. The data of the users who were on the website in question are grouped by location, age, gender, and interests. Based on this data, relevant groups can be identified (Figure 1). The persona proposed by the algorithm can be individualized by the customer with additional information such as a name or portrait.

Conclusion

With this thesis, a prototype was developed that suggests personas based on website data. The prototype works with different versions of Google Analytics. The higher the traffic on a website, the more data the prototype can collect and process. This increases the quality of the personas. The meaningfulness of the personas can be enhanced by supplementing the Google Analytics data with other data such as social media data.
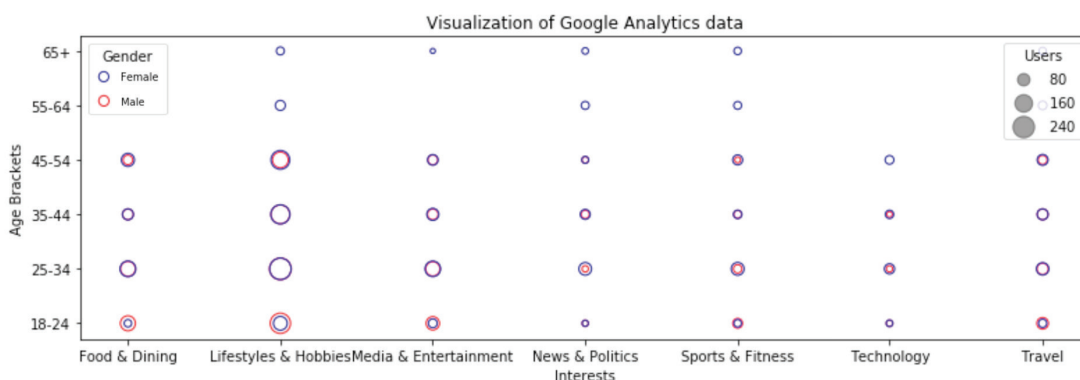
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Figure 1: Distribution of website visitors by age and interests