



## CASE STUDY

# Analytics and Telemetry

*A Fortune 100 company implemented several analytics platforms and uses analytics and telemetry to measure and evaluate user engagement with their individual apps and content. A primary challenge to this effort was the complexity of implementation on a variety of platforms.*

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## The Situation

Analytics focuses on discovering meaningful patterns in metric data that covers how visitors use apps to view offered content. It measures parameters such as user authentication occurrences, average viewing duration, most popular content and user interactions with a specific ad type.

Telemetry can monitor these data elements but tends to be more oriented to the operation of the app itself. It is directed more toward recording app crashes, viewing device used, API operation and video asset loads.

In order to be useful for improving app engagement, the collected data set must contain accurate data, have the correct properties, and cause the appropriate beacons to fire at the right times. This is a daunting task, and finding individuals who can perform this type of QA is a huge challenge. Further, maintaining a library of devices that can be used to gather analytics and building a methodology to test the implemented beacons is a major undertaking.

A Fortune 100 company implemented several analytics platforms and uses analytics and telemetry to measure and evaluate user engagement with their individual apps and content. A primary challenge to this effort was the complexity of implementation on a variety of platforms. A QA team had to be assembled to verify that the generated data was accurately providing the desired metrics.

Since the company is located in an area with a highly competitive job market, especially for technical resources, it would have been difficult to find and expensive to hire a team to research and provide quality assurance for this effort.

*Understanding Quality Assurance enabled QualityLogic to identify problems even before fully understanding the types of metrics the customer was trying to collect.*

## QualityLogic's Approach

The client had a QualityLogic team performing other QA tasks already integrated with their own QA staff. They asked them to take on quality assessment and improvement of their analytics and telemetry efforts.

One of the major contributions QualityLogic brought to the table was the ability to source the right staff for the task. This ability grew out of 30 years of QA experience in building efficient test methodologies. Even though they had never done analytics testing, QualityLogic's expertise in problem solving enabled them to become expert-level contributors in just two weeks.

For a large part of the project, the test strategy was built from the ground up. QualityLogic was able to take that on, then provide a fully managed service to take on every aspect of the project, requiring little or no oversight by the client.

## The Analysis

Understanding Quality Assurance enabled QualityLogic to identify problems even before fully understanding the types of metrics the customer was trying to collect. The QualityLogic team created test plans and test cases to provide definition and structure to existing QA efforts. This documentation was critical to develop thorough, consistent testing.

The QualityLogic team designed and built custom data validators to take some of the heavy lifting out of the data validation task. This alone made a marked improvement in the accuracy of data being collected.

QualityLogic's QA engineers quickly designed and built a custom solution to capture data from set top devices like Roku that cannot be routed to typical transparent proxies for data analysis. QualityLogic's large library of devices was put into play to capture data from a wide variety of sources.

## The Solution

QualityLogic's skilled testers directly integrate with the client's team, forming an excellent relationship based on trust in the test team's abilities. The client's team and QualityLogic team form a symbiotic unit that solves problems quickly, rather than an adversarial "test vs. development" situation (common when a development team is faced with an anonymous pool of testers) that hampers cooperation.

QualityLogic's test team communicated with the client's development group, highlighting design implementation problems in the specifications before the coders even started work. This contribution as valued team members not only ensured that the implementation was correct, but also allowed the QualityLogic team to make recommendations to improve the data set. The early engagement saved the client time and money by "getting it right the first time."

The client trusts QualityLogic to run part of the project in its entirety. They rely on QualityLogic to do what is required and take any necessary steps to make the project a success.

QualityLogic continues to provide highly skilled technicians, backed by a technical project manager, to fully exercise the product and provide process improvement recommendations on an ongoing basis.

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### For More Information

Visit [www.QualityLogic.com](http://www.QualityLogic.com) or call +1 208-424-1905