

# IKEA Taiwan has used Google Analytics to improve data quality by 20%

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*We conducted a Google Analytics health check with 55, Google's official partner, that helped us to improve the quality of data by more than 20%. Seeing this success, we will continue to do our best to provide our customers in Taiwan a pleasant and comprehensive online services by further utilizing data functions.*

Lilian Tsai,  
eCommerce Manager, IKEA Taiwan.



IKEA is a conglomerate that designs and sells ready-to-assemble furniture, kitchen appliances and home accessories, among other goods and home services.

## THE CHALLENGE

Through operating its own e-commerce and understanding user behaviour, IKEA recognized that high-quality data brings reliable insights. In order to promote a data-driven marketing strategy, the first priority was to steadily improve data quality.

## THE APPROACH

55 leveraged its experience and expertise in Google Analytics 360 to assist IKEA Taiwan in completing a comprehensive tool health check, and use data governance methods to determine the best performance settings to better observe the use of e-commerce websites user experience and improve data quality (for example: data collection, data purity, data consistency...).

## THE RESULTS

The recommendations provided according to the Google Analytics health check result has helped the IKEA Taiwan team to establish a directional and efficient blueprint for the follow-up advanced data project. Through continuous and uninterrupted data quality optimization, it had brought the team a comprehensive user journey analysis.

**+20%**

Improved data quality

**6**

Formulation of advanced application plans for item data