

# DA Improvement Tracker

Digital Analytics · Performance Improvement Programme

Period: Q2 2025 | Prepared by: DA Programme Team | 22 April 2026

CONFIDENTIAL

DRAFT

v 1.0

12

Total Initiatives

5

Completed

4

In Progress

2

Pending

1

Blocked

67%

Overall Progress

## 1. Improvement Initiatives Register

ID	Initiative	Owner	Sprint	Target	Priority	Status	Progress
DA-01	Implement GA4 Enhanced Measurement	Priya S.	Sprint 1	30 Apr 25	High	Completed	100%
DA-02	Audit & Remediate Broken Event Tags	Rahul M.	Sprint 2	15 May 25	High	In Progress	65%
DA-03	Deploy Consent Management Platform	Sara T.	Sprint 2	20 May 25	High	In Progress	50%
DA-04	Standardise UTM Tagging Convention	Arjun K.	Sprint 1	10 Apr 25	Medium	Completed	100%
DA-05	Centralised Metrics Dashboard (v1)	Meera V.	Sprint 3	31 May 25	Medium	In Progress	30%
DA-06	Session Recording Tool Evaluation	Dev P.	Sprint 3	15 May 25	Medium	Pending	0%
DA-07	Cross-Device Attribution Model	Priya S.	Sprint 4	30 Jun 25	High	Pending	0%
DA-08	Funnel Drop-off Analysis – Checkout	Rahul M.	Sprint 2	20 May 25	High	Completed	100%
DA-09	Data Layer Documentation Update	Arjun K.	Sprint 3	25 May 25	Low	In Progress	40%
DA-10	A/B Testing Framework Integration	Meera V.	Sprint 4	30 Jun 25	Medium	Blocked	15%
DA-11	Automated Anomaly Alerting	Dev P.	Sprint 4	30 Jun 25	Low	Pending	0%
DA-12	GDPR Data Retention Policy Review	Sara T.	Sprint 1	30 Apr 25	High	Completed	100%

## 2. Sprint Summary

Sprint	Focus Area	Planned	Completed	Carry-Over	Health
Sprint 1 01–14 Apr	Tagging foundations & policy review	4	4	0	On Track
Sprint 2 15–30 Apr	Tag QA, CMP rollout, funnel analysis	4	2	2	At Risk
Sprint 3 01–15 May	Dashboard, session tools, data layer	3	0	3	At Risk
Sprint 4 16–30 Jun	Attribution, A/B, alerting	3	0	3	Not Started

## 3. Open Action Items

Ref	Links To	Action Description	Owner	Due Date	Status
A-01	DA-02	Complete QA testing for GA4 event schema across all pages	Rahul M.	10 May 25	In Progress
A-02	DA-03	Obtain DPO sign-off on CMP configuration and banner copy	Sara T.	05 May 25	Pending
A-03	DA-05	Present dashboard prototype to stakeholders for sign-off	Meera V.	14 May 25	In Progress
A-04	DA-10	Resolve pixel-firing conflict on /checkout/confirm page	Dev P.	08 May 25	Blocked
A-05	DA-06	Finalise vendor shortlist for session recording evaluation	Dev P.	20 May 25	Pending
A-06	DA-07	Workshop: define cross-device identity resolution approach	Priya S.	22 May 25	Pending

## 4. Risk Register

Ref	Risk Description	Likelihood	Impact	Mitigation / Response
R-01	Tag breakage during site re-platform	Medium	High	Implement tag monitoring; add staging QA checklist to release process
R-02	Consent rate drop affecting data completeness	High	High	A/B test consent banner design; align with legal on fallback strategy
R-03	Resource constraint delaying dashboard delivery	Medium	Medium	Escalate to Programme Manager; identify interim BI contractor
R-04	A/B tool conflicts with CMP on page load	Low	Medium	Engage vendor support; schedule pre-launch smoke tests in staging
R-05	GDPR breach due to unreviewed data flows	Low	High	Expedite data flow mapping; schedule DPO review within this sprint

## 5. Programme Notes

- Progress percentages are self-reported by initiative owners and validated in the weekly DA Sync (every Monday, 10:00 AM).
- Blocked items must be escalated to the Head of Digital Analytics within 24 hours of being flagged.
- Status updates must be submitted by EOD Friday to be reflected in the following week's report.
- For access to supporting evidence or QA logs, contact the DA Programme Lead at [da-programme@company.com](mailto:da-programme@company.com).
- This document is reviewed quarterly by the Analytics Governance Board. Next review: 30 June 2025.