



# Marketing Engineers

## Data Discrepancy Analysis

Exploration

Discuss focus and theme  
(specific events, countries,  
campaigns, ads)

Start

Request necessary account  
access from IT

Discover current data  
collection set-up

Is current  
data collected  
(by  
marketing)

Implementation

Set up anonymous data  
collection (Posthog)

Request implementation of  
script in website code from  
IT/Marketing

Collect  
data  
(testing)

Export data from  
compared sources

Request access to database

Analysis and reporting

Compare, analyze and  
visualize data

Are there  
any  
significant  
differences

Create report

Share insights

Is this  
helpful?

Keep data collection set-up

### Follow-up project

Implement server-side  
tracking

Fix current tracking set-up

Other...