

# Victor Acquah

Web Analytics Consultant - Blue Analytics Inc  
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## Areas of Interest

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Web Analytics Consulting / Online User Behavior Analysis. I help companies to take a holistic view of their operations and set the strategic direction of their Web Analytic efforts. It brings into focus what is important to an organization and elevates the insights they get from just everyday reporting to truly actionable insights.

## Areas of Expertise

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- Strong Web Analytics background with demonstrated ability to drive complex site usability analysis.
- Cross channel analytics.
- Ability to work with client to develop relevant KPIs and development of high level analytic roadmap.
- Ability to develop high level dashboards to display relevant metrics.
- Proficiency in key Web Analytic tools – Omniture Site Catalyst, Visual Sciences and Clicktracks.
- Proficient in Oracle SQL, MS Access, Business Objects

## Web Analytics Experience

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- **PBS** - Consultant (October 2007 – Present )
  - a. Development of high level metrics / dashboards in Visual Sciences for business stakeholders.
- **Library of Congress** - Consultant ( October 2007)
  - a. Audit of all Library of Congress sites to validate Omniture implementation.
- **Digitaria** - Consultant ( October 2007)
  - a. Definition of Omniture Site Catalyst variables for Comcast Omniture implementation.
- **RedBoots Consulting** - Consultant ( July 2007 )
  - a. Validation of Clicktracks implementation for RedBoots client.
  - b. Development of Key Performance Indicators / dashboards using Clicktracks data.
- **Fidelity Investments** - Consultant (2006 – May 2007 )
  - a. Development of KPIs for Fidelity Online.
  - b. Metrics definition and dashboard design in Visual Sciences.
  - c. Custom site usability analytics.
- **AOL** - Senior Business Analyst (2004 – 2006 )
  - a. Omniture implementation for AOL local search / AOL Singing Fish
  - b. AOL Local Search analysis

## Other Experience

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- Builders Warehouse - Founder (2002 – 2004 )
- Nextel Communications - Financial Analyst - Internet & Wireless Services Dept. (1997 – 2002)