Data4Insights

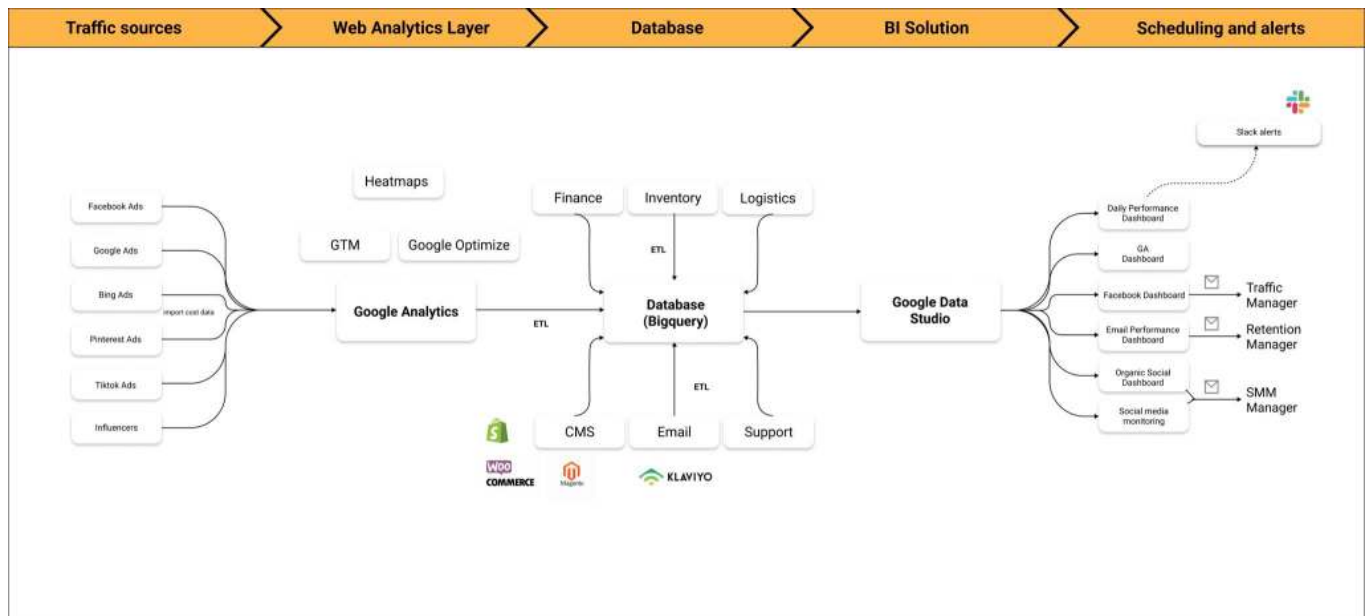# eCommerce Data Infrastructure Guide

Here is a 5-step process to implement eCommerce Data Infrastructure:

Step 1 - upload cost data into GA

Step 2 - configure the web analytics layer

Step 3 - setup database + ETL

Step 4 - implement BI solution + Data viz

Step 5 - dashboard delivery

Step 1 - Upload cost data into Google Analytics

In the first step, we send all cost data from paid traffic sources (Facebook, Tiktok, etc) to Google Analytics to see the real ROAS. We're using [PowerMyAnalytics](#) to do it.

Step 2 - Set up the web analytics layer

In step 2 we make sure that our web infrastructure is in place and that we're tracking the data correctly.

Here is what we need to check:

- conduct a Google Analytics audit
- setup advanced data layer for Shopify Store with [Elevar](#)
- move all the marketing pixels and tags in [Google Tag Manager](#)
- Implement heatmaps and on-site surveys via [Hotjar](#)

Step 3 - Database and ETL

In the third step, we set up a database and data pipelines.
To store and aggregate data in one place, we configure a database solution (Bigquery our choice).
To load all data in the database we need to use ETL tools (Stitch our choice) we make sure that we pull all sales data from Shopify, cost data from ad platforms, and email data from Klayivo correctly, and enrich it with other data sources.

Step 4 - Implement BI + Data viz

Then we connect all data sources to Business Intelligence Solution - Google Data Studio which is free and perfectly integrates with Google Bigquery.
I've prepared professional dashboard templates for you to quickly get started.

Step 5 - Dashboard delivery

And the last step is to share dashboards with all the team members, schedule dashboard delivery in your email inbox, and on top of that set up a dashboard snapshot delivery with key eCommerce metrics to Slack (make.com our choice).

I hope that this guide was useful for you. And now you can **implement everything on your own** but it'll be:

- Slower
- Full of mistakes
- Expensive
- Painful

or we can **do it for you** and it'll be

- Faster
- Significantly cheaper
- The solution will be more reliable

So if you are an eCommerce brand that is making **$100k+ in sales per month** and want to fix a mess with data to grow your brand faster and more profitable then

[Book a call with us](#)

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