

Practice what you preach: use statistics to make better decision

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Abstracts

This paper examines how the Banco de Portugal leverages data from Google Analytics and logs to gain insights into the users of BPstat, its statistical portal, and emphasizes the need to urgently move from a statistical producer-centric to a user-centric approach that prioritizes publishing relevant content to the audience.

By analysing data from Google Analytics and BPstat logs, the Banco de Portugal has been able to understand the behaviour and preferences of BPstat users in a more effective way: who they are, how frequently and through which type of device they access BPstat and what type of content they prefer. By understanding what users are actively searching for, at any given moment, has allowed us to respond more proactively and has empowered us to stay relevant, by constantly adapting our content to match the evolving demands and interests of our users. Simultaneously, this understanding brought something new to our culture: stop producing and investing resources in content that lacks relevance or fails to attract users.

By embracing a data-driven approach and using statistics to informed decision-making, the Banco de Portugal exemplifies the value of practicing what statistical producers preach. Through our experience, we emphasize the importance of understanding users, producing relevant and tailored content, and actively engaging with their evolving requirements. This paper may serve as inspiration for other institutions seeking to optimize their statistical communication efforts, ultimately fostering greater engagement, impact, and value for their users.

Keywords: statistical communication; user-centric; analytics; content creation