**Project Report**

**VendBridge App Analytics & Forecasting Dashboards**

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**1. Executive Summary**

VendBridge, a new marketplace app launched by NexaLink, requires close monitoring of user adoption, engagement trends, regional performance, and forecasting of future activity.

This project delivers a comprehensive set of interactive dashboards using Tableau Public, designed to give stakeholders clear, actionable insights across these key areas.

Dashboards are structured for intuitive navigation, real-time filtering, and predictive analytics.

**2. Project Objectives**

1. Track User Acquisition trends (Installs, Signups, Signup Rates).

2. Measure User Engagement (Daily Active Users, Transactions, Avg Time Spent).

3. Build a Regional Leaderboard ranking market adoption and engagement.

4. Forecast future user activity for strategic planning.

5. Empower data-driven decision-making through intuitive dashboards.

**3. Data Sources and Tools**

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| **Component** | **Details** |
| Data Source | Google Sheets (VendBridge Dataset) |
| Data Connection | Tableau Public |
| Techniques Used | Time Series Forecasting (Exponential Smoothing), KPI Calculations, Regional Tier Classification, MoM Growth Analysis |

**4. Methodology**

Data Cleaning: Verified consistency of date fields, calculated month fields, and handled missing values.

**Calculated Fields:**

* Signup Rate
* Churn Rate (Current & Previous Month),
* MoM Growth (positive/negative).
* Regional Engagement Score (based on DAU, Transactions, Time Spent).
* Parameterization:
* Dynamic Month Selection
* Forecast Period Selection (30, 60, 90 days)

**Dynamic Titles and Filtering:**

* Titles and visualizations automatically update based on user inputs.

**Forecasting:**

* Exponential Smoothing applied to Daily Active Users (DAU) to project engagement for the next 30–90 days.

**5. Dashboard Overview**

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| **Dashboard** | **Key Focus Areas** |
| Overview Dashboard | Total App Installs, Signups, Signup Rate, Uninstalls, Crash Rate, Churn Rate, MoM Growth |
| User Engagement Dashboard | Daily Active Users, Transactions, Avg Time per User, Engagement Score Tiers by Region |
| Regional Leaderboard | Ranking of regions by DAU, Transactions, Time Spent, Engagement Score; Tier Classification (Gold, Silver, Bronze, Newbie) |
| Forecast Dashboard | Future projections of DAU over the next 30, 60, and 90 days with confidence intervals |

✅ Navigation is seamless between dashboards through parameter controls and dashboard actions.

**6. Key Insights**

**Strong User Growth:**

A consistent upward trend in Total Installs and Signups is observed across June–August.

**Regional Leaders Identified:**

The US and EMEA regions demonstrate the highest engagement, transaction volume, and time spent, earning Gold and Silver tiers.

**Churn Risk Areas:**

Noticeable churn spikes observed in LATAM and APAC during August, requiring attention.

**Forecasted Growth:**

DAU is expected to continue growing moderately over the next 60–90 days, indicating potential for strategic expansion, especially in Tier 2 regions (e.g., Canada, LATAM).

**7. Recommendations**

**1. Targeted Marketing Campaigns**

Focus acquisition efforts in APAC and LATAM regions where churn is rising but the install base potential is high.

**2. Enhance User Retention Programs**

Implement retention strategies (e.g., loyalty rewards, push notifications) to stabilize churn trends.

**3. Focus on High-Tier Regions for Monetization**

Prioritize the US, Canada, and EMEA for new feature rollouts and monetization experiments.

**4. Monitor Forecast Accuracy Monthly**

Compare actual DAU vs forecasted DAU to adjust growth assumptions and forecasting models over time.

**5. Introduce Tier Advancement Goals**

Set KPIs for each region to move from lower tiers (Bronze, Newbie) to Silver/Gold within the next 3 months.

**8. Conclusion:**

This project establishes a strong foundation for VendBridge's Product and Marketing teams to:

* Visualize real-time user activity
* Monitor regional market performance
* Forecast future engagement patterns
* Take proactive, data-driven actions

**9. Attachments**

Link to Tableau Public Dashboards: <https://public.tableau.com/app/profile/olubunmi.adenekan/viz/project2vendbridge/Overview>