Justification of Contributor and Asset Analytics Dashboards

Introduction

This document presents the justification of all Key Performance Indicators (KPIs), visualizations, and UI elements used in both the **Contributor Dashboard** and the detailed **Asset Analytics Dashboard**. Each element was selected to provide contributors with meaningful, actionable insights about their asset performance, user engagement, and improvement opportunities.

A. Contributor Dashboard (Global View)

Component	Purpose	Justification
Top Rated Asset	Shows the highest-rated asset by average rating	Highlights asset quality from user perspective; encourages maintaining similar standards.
Most Reviewed Asset	Indicates the most commented-on asset	Reflects user engagement and interest; can indicate both popularity and controversy.
Top Downloaded Asset	Displays the asset with the highest download count	Measures usefulness and adoption; shows what users are actively using in projects.
Total Assets	Total number of assets uploaded by the contributor	Measures overall productivity and content contribution to the platform.
Total Downloads	Sum of downloads across all assets	Indicates the contributor's total impact and reach in the marketplace.
Total Reviews	Total number of reviews received across all assets	Reflects engagement, feedback volume, and user interaction over time.
Total Ratings	Sum of ratings given across all assets	Gives context to the overall average score; supports credibility of feedback.
Top Rated Assets Chart	Visualizes the highest-rated assets	Allows comparison across multiple assets to identify consistently high performers.
Assets by Status Chart	Breaks assets into published, unpublished, deleted	Helps contributors track asset lifecycle and focus on publish-ready content.
Top Downloaded Assets Chart	Shows most downloaded assets graphically	Helps highlight successful assets from a popularity standpoint.
Mini Asset List	Shows quick list of recent assets with status	Enables easy access to most recent assets for monitoring or editing.

B. Asset Analytics Dashboard (Per Asset View)

Component	Purpose	Justification

Total Reviews	Shows review count for one asset	Indicates how much feedback was received; more reviews = more insights.
Average Rating	Shows average rating score	Reflects general user satisfaction; essential for quick quality assessment.
Total Downloads	Download count for a specific asset	Validates asset demand and success in real use.
Sentiment Breakdown Chart	Visualizes sentiment polarity (positive, neutral, negative)	Provides emotional understanding of reviews beyond numeric scores.
Spam Breakdown Chart	Shows percentage of spam vs valid comments	Helps ensure trustworthiness and detect abusive behavior.
Top Keywords NLP	Extracts main review topics	Helps contributors focus on what users praise or criticize the most.
Rating and Comments Over Time Chart	Displays evolution of feedback over time	Useful to correlate changes (e.g., new version) with rating spikes or drops.
Rating Distribution Chart	Shows how many users rated 1 to 5	Helps detect if ratings are consistent or polarized.
Recent Reviews	Displays most recent user comments	Useful for tracking immediate user perception and feedback.

Conclusion

These dashboards provide contributors with both summary and in-depth metrics. By combining quantitative KPIs with qualitative visualizations (like sentiment or spam analysis), contributors gain a full-picture view of their assets' performance, enabling data-driven decisions for improvement and strategic focus.

C. Admin Dashboard (Platform-Wide View)

Component	Purpose	Justification
Total Users	Total number of registered users	Measures overall platform size and growth over time.
Normal Users / Contributors / Admins	User role distribution	Shows the structure of the community and enables role-specific management. Helps track how many content creators (contributors) exist.
Most Active Users Chart	Visualizes users ranked by activity score	Helps identify key community members driving engagement (commenting, reviewing, uploading, etc.). Useful for rewarding or monitoring top users.
Top Contributors Chart	Shows contributors with the highest number of uploads	Highlights the most productive asset providers. Useful for quality control and targeted support.
New Users This Month	Lists recently registered users with role and date	Tracks recent growth and user acquisition trends. Important for monitoring onboarding success.
Most Downloaded Asset	Displays the single most downloaded asset	Provides insight into platform usage trends and what assets are highly in demand.

Top Rated Asset	Shows the highest-rated asset across all contributors	Highlights quality content that can be promoted or used as a benchmark.
Last Uploaded Asset	Displays the most recent asset upload	Useful for monitoring activity spikes or suspicious upload behavior.
Total Assets	Total number of uploaded assets	Reflects platform content volume and growth pace.
Reviews vs Ratings (Weekly)	Trend comparison of user reviews and rating submissions over time	Shows engagement flow and helps detect peaks or drops. Correlates platform events with user interaction.
Top Rated Assets (List)	Ranks top assets by rating in descending order	Enables a simple way to identify standout content for feature or quality assessment.
Uploads Over Time Chart	Time-series chart showing asset uploads per week	Measures contributor activity over time and helps detect publishing trends.
Assets by Status Chart (Pie)	Shows published vs unpublished vs deleted asset states	Helps the admin control publishing workflow and clean up old content. A visual overview for moderation and operational insight.
Top Positive / Top Negative Assets Charts (Bar)	Ranks assets based on review sentiment	Useful for quickly finding problematic assets (with many negative reviews) or success cases (positive ones). Important for moderation and recognition.

Conclusion on Admin Dashboard

Unlike the contributor view which is focused on personal assets, the admin view tracks global patterns, community health, and moderation. We added sentiment-based charts to quickly detect both abusive and excellent assets, and tracked uploads and registrations over time to measure growth and engagement. This is critical in maintaining both quality and platform sustainability.