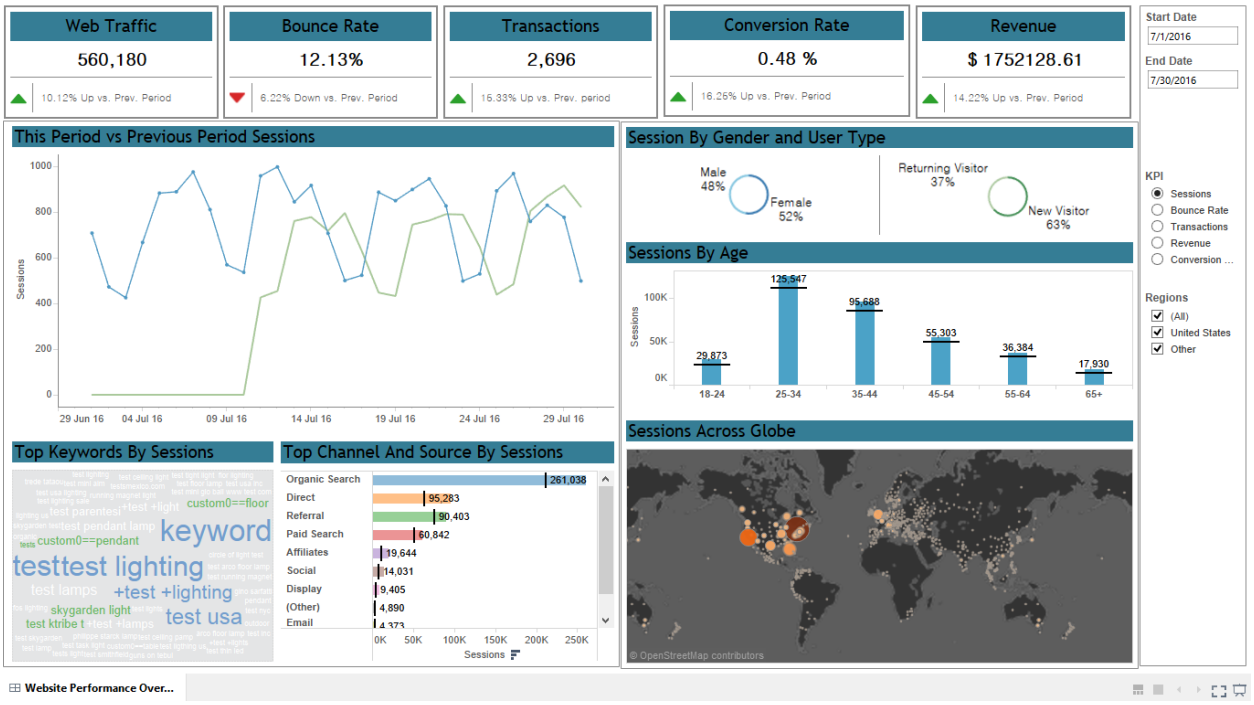
Website Performance Dashboard Development

Objective:

Create a dashboard in tableau to show the overview of website performance using the attached data set(s).

Dashboard Output:



This dashboard has following views:

- Filters
- Website Traffic Overview
- Bounce rate Overview
- Transactions Overview
- Conversion Rate Overview
- Revenue Overview
- This period vs previous period KPI comparison trend line
- Top Keywords by KPI
- Top Channel and Source by KPI
- Gender Donut by KPI
- User Type Donut by KPI
- Age Bar by KPI
- KPI across Globe

Instructions for building views:

1. Filters:

1.1 Date Filters: All of the dashboard content should get filtered for the selected date range. That is, user should be able to see the overview of website performance for the dates in between start date and end date. (these would be parameter based filter)

1.2 KPI Selection: Create a dynamic measure (calculated filed) using a parameter that gives ability to analyze the dashboard views for any of the selected KPI. Use a single value list parameter as the dashboard filter. The available options would be

- Sessions
- Bounce Rate
- Transactions
- Conversion Rate
- Revenue

1.3 Regions Selection: This selection is for comparing how well the website is performing in the United States vs other countries. Create a multiple values list filter for this. (this would be a filed based filter)

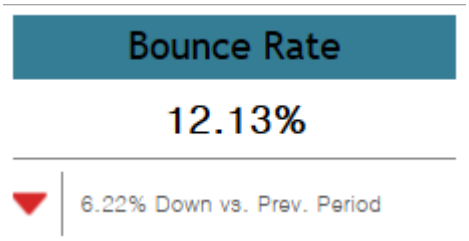
2. Website Traffic:

2.1 Total Session for the selected date range
2.2 Up/down arrow for comparison with previous period value
2.3 Percentage increase/decrease label vs previous period

Output controlled by filters: Date, Regions

Data Source to be used: ga_data_by_geography

3. Bounce Rate:

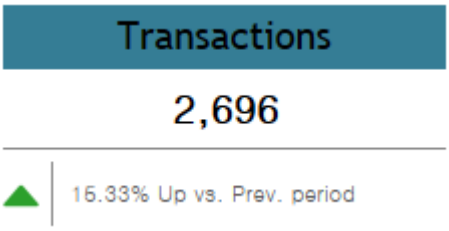


Bounce rate is calculated as the Total Bounces/Total Sessions; rest of the instructions are same as in section 2

Output controlled by filters: Date, Regions

Data Source to be used: ga_data_by_geography

4. Transactions:

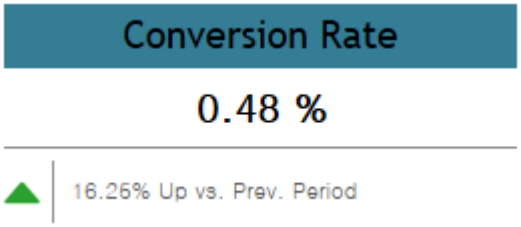


The total number of transactions; rest of the instructions are same as in section 2

Output controlled by filters: Date, Regions

Data Source to be used: ga_data_by_geography

5. Conversion Rate:

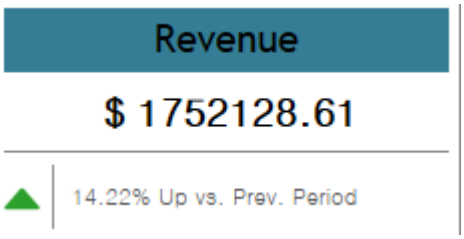


The conversion rate is calculated as Total Transactions/Total Sessions; rest of the instructions are same as in section 2

Output controlled by filters: Date, Regions

Data Source to be used: ga_data_by_geography

6. Revenue:

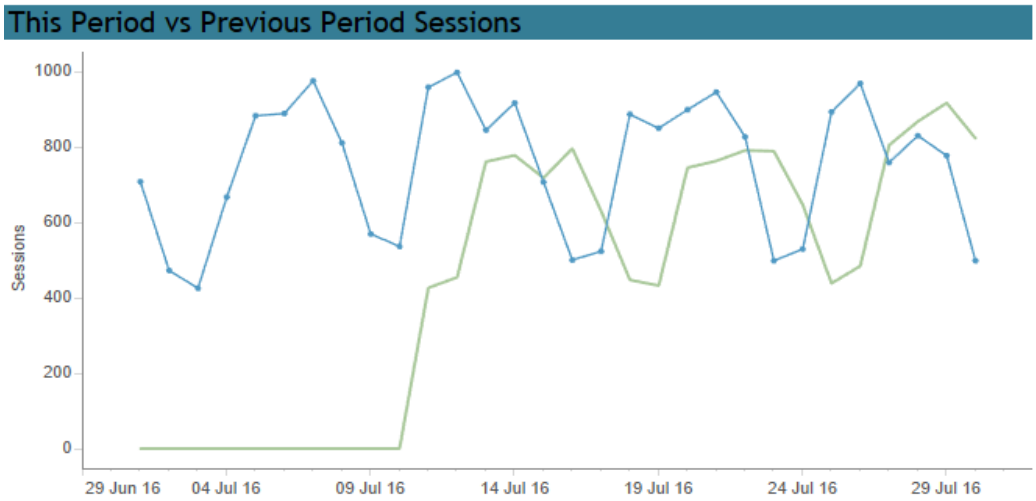


Total Revenue generated in the selected time range; rest of the instructions are same as in section 2

Output Controlled by filters: Date, Regions

Data Source to be used: ga_data_by_geography

7. This Period Vs Previous Period KPI Comparison:

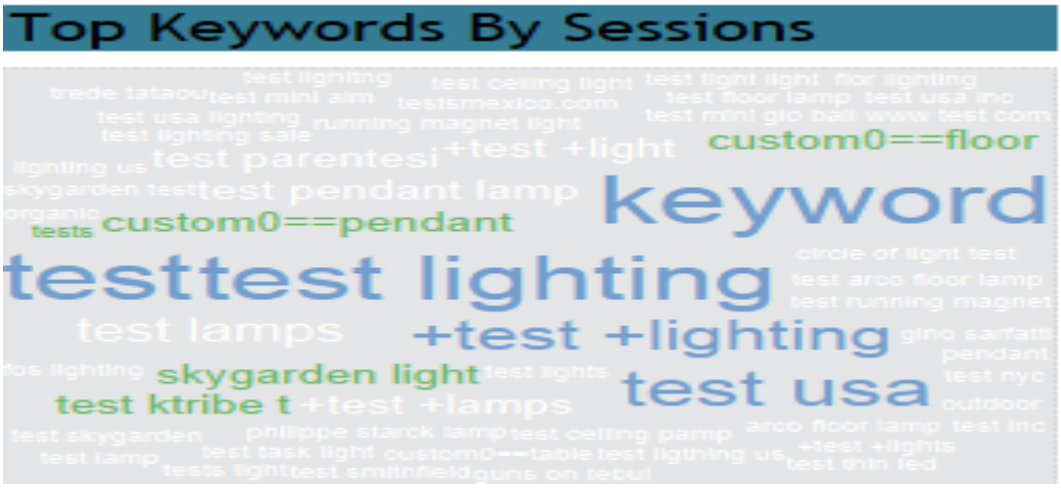


For the selected Date range, show a daily trend line of this period vs previous period for the selected KPI on the same date axis.

Output Controlled by filters: Date, Regions, KPI

Data Source to be used: ga_data_by_geography

8. Top Keywords by KPI:

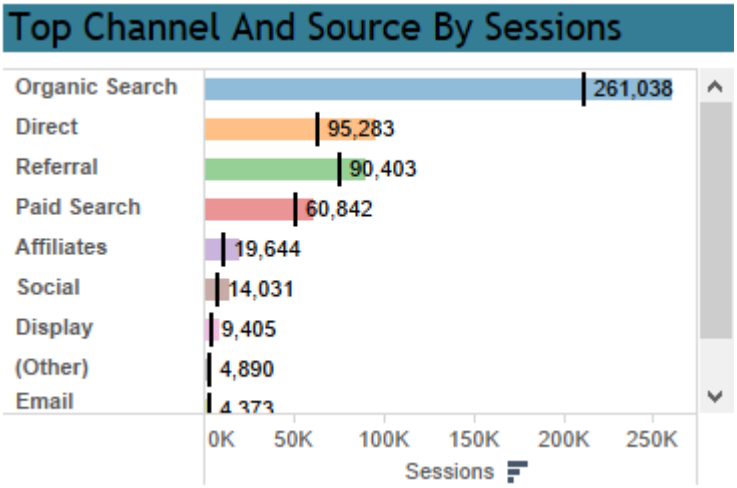


Create a wordcloud for top keywords by KPI and color by Top 5 (BLUE) and Top 6 to10 (GREEN), size of the word would be based on the selected KPI.

Output Controlled by filters: Date, Regions, KPI

Data Source to be used: ga_data_by_keywords

9. Top Channels and Sources by KPI:

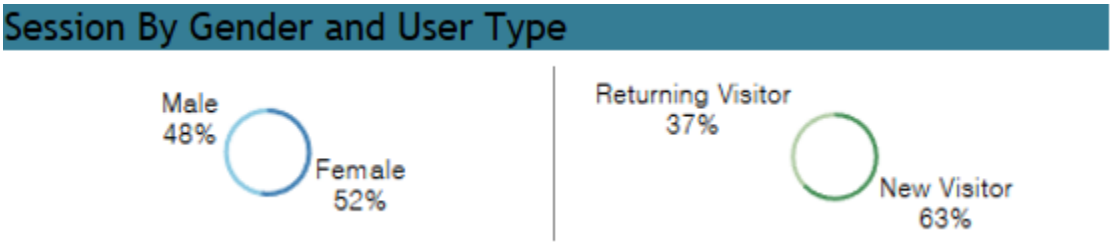


Create a hierarchy of Channel and Source and use this to create the above view. The view represents channel and source hierarchy for selected KPI. Bar and label represents this period KPI value and the Gantt represents previous period KPI value.

Output Controlled by filters: Date, Regions, KPI

Data Source to be used: ga_data_by_channel_and_source.

10. KPI by Gender and User Type:

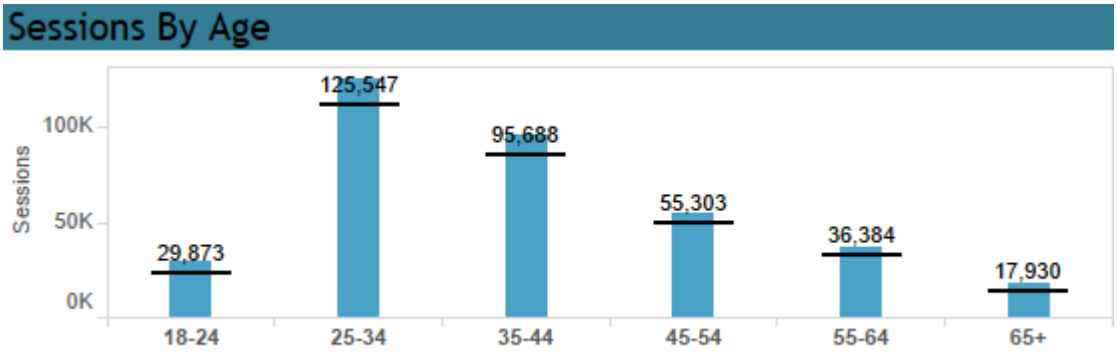


Create a donut chart for male vs female and a separate donut for new vs returning visitor for the selected KPI

Output Controlled by filters: Date, Regions, KPI

Data Source to be used: ga_data_by_user_type and ga_data_by_gender

11. KPI by Age:

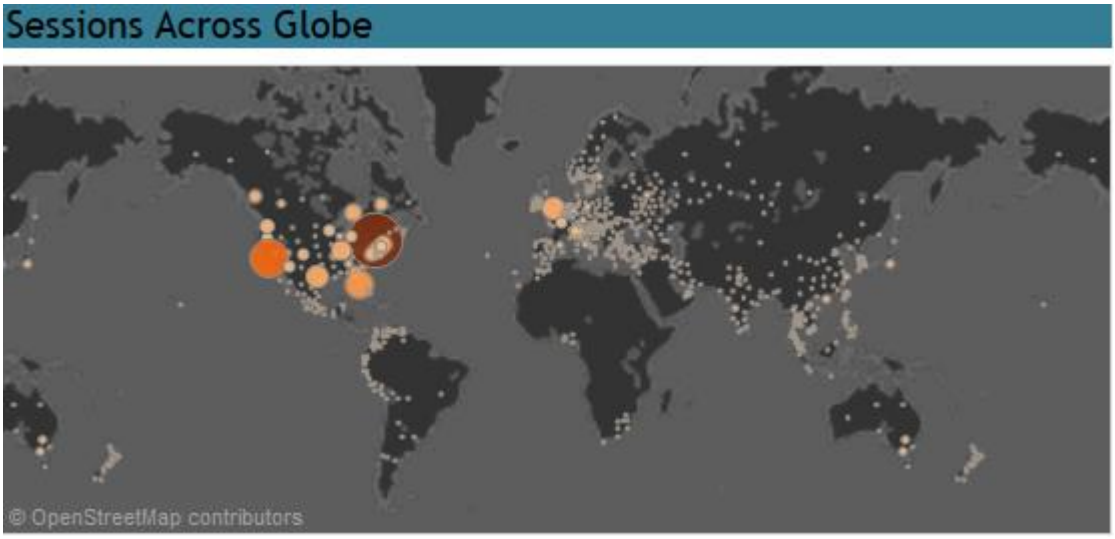


Create this view for selected KPI across age groups. Bars and labels are representing current period value Targeted by the Gantt which represents previous period value.

Output Controlled by filters: Date, Regions, KPI

Data Source to be used: ga_data_by_age

12. KPI Across Globe:



Create this Map to show the selected KPI across geography, sized and colored by the same KPI

Output Controlled by filters: Date, Regions, KPI

Data Source to be used: ga_data_by_geography

All The Best!