

Dashboard Tasks

I hope you're doing well. I'm reaching out because I need your expertise for an important project related to our website analytics.

We're looking to develop a comprehensive dashboard that will help us track key performance indicators for our website. Specifically, we need a dashboard that includes:

1. Core Metrics Overview: Total page views, sessions, average bounce rate, and average session duration. This will help us understand overall engagement trends on our website.
2. Conversion Insights: A breakdown of converted vs. non-converted sessions, which will be crucial for evaluating our marketing and conversion funnel effectiveness.
3. Traffic Source Analysis: Detailed insights into traffic sources (e.g., paid, organic, social, direct) so we can understand which channels are performing best.
4. Browser and Device Usage: Breakdown by browser and device type to ensure we are providing the best possible experience across platforms.
5. Target Performance Comparison: Metrics to show how we are tracking against targets.

Our target is the previous month of the current month—this will help us identify gaps and where we need to improve.

We want this dashboard to be intuitive and provide quick insights for decision-making, especially for stakeholders with non-technical backgrounds. Could we set up a time to discuss this in detail and determine a timeline for getting started?

Thanks so much for your help with this—I'm confident you can deliver exactly what we need!