

# Plug & Play Clickstream Dashboard and Agent Event Tracker

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## Problem:

Stakeholders want an effective way to utilize clickstream data easily and efficiently to make changes to their applications. As a stakeholder it is essential to be able to improve an application quickly, based on user driven data. This needs to be accomplished without the need for strong technical skills.

## Our Solution:

- Collect user interactions, not inputs.
- Store data through the cloud to allow for real time collection and analysis.
- Convert clickstream data into actionable visualizations.
- Create a portable design that can work with different clickstream data.

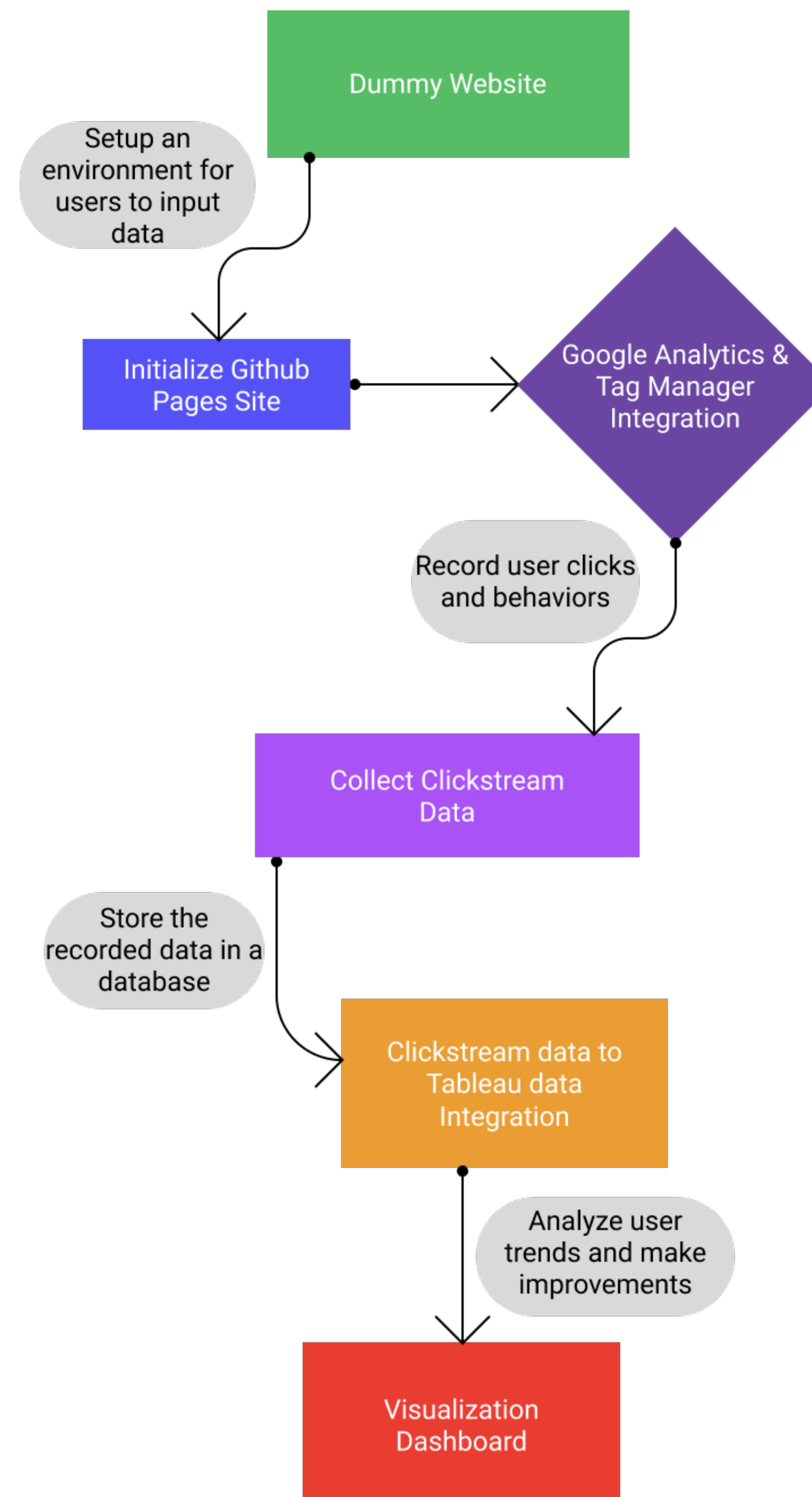


## The Benefit:

- Identify user trends within the data.
- Scalable and reusable for future projects with different data.
- Highlights under and over utilized features within the application, for improvement.
- No technical skills required to have a customizable and interactive view of an applications clickstream data.
- Streamlines decision making process for stakeholders.
- Enhances user experience as data driven changes produce a more optimized navigation process.



## Design Flow:



## Technologies:

### React.JS

- Backbone of the website infrastructure, creates an environment for the collection of clickstream data.

### Github Pages

- Host and maintain the website, enabling public access and quick updates.

### Google Tag Manager

- Generate events to track clickstream data, then forwards data to google analytics.

### Google Analytics

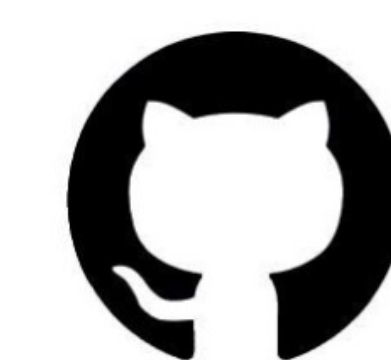
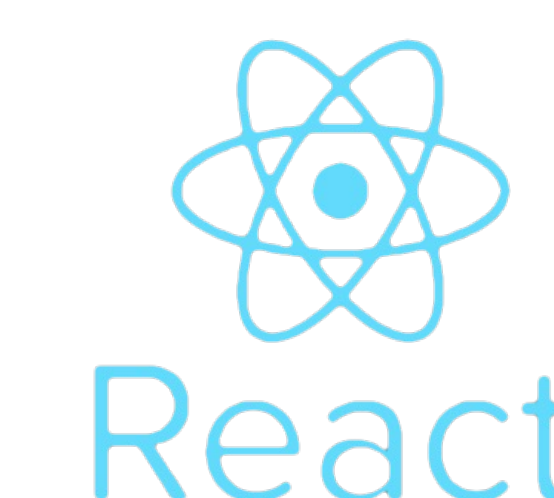
- Allows for overview of user interaction, and transfers tag manager data into a quantifiable format.

### Snowflake

- Allows for secure storage of large volumes of clickstream data in real time.

### Tableau

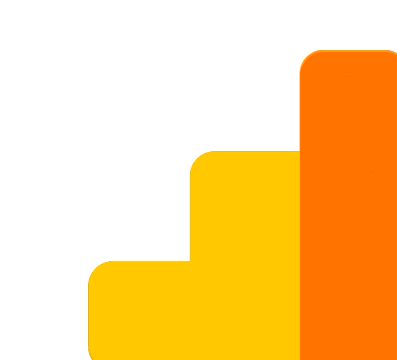
- Analyze clickstream data visually through interactive tools.



**GitHub Pages**



Google Tag Manager



**Google Analytics**



snowflake®



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