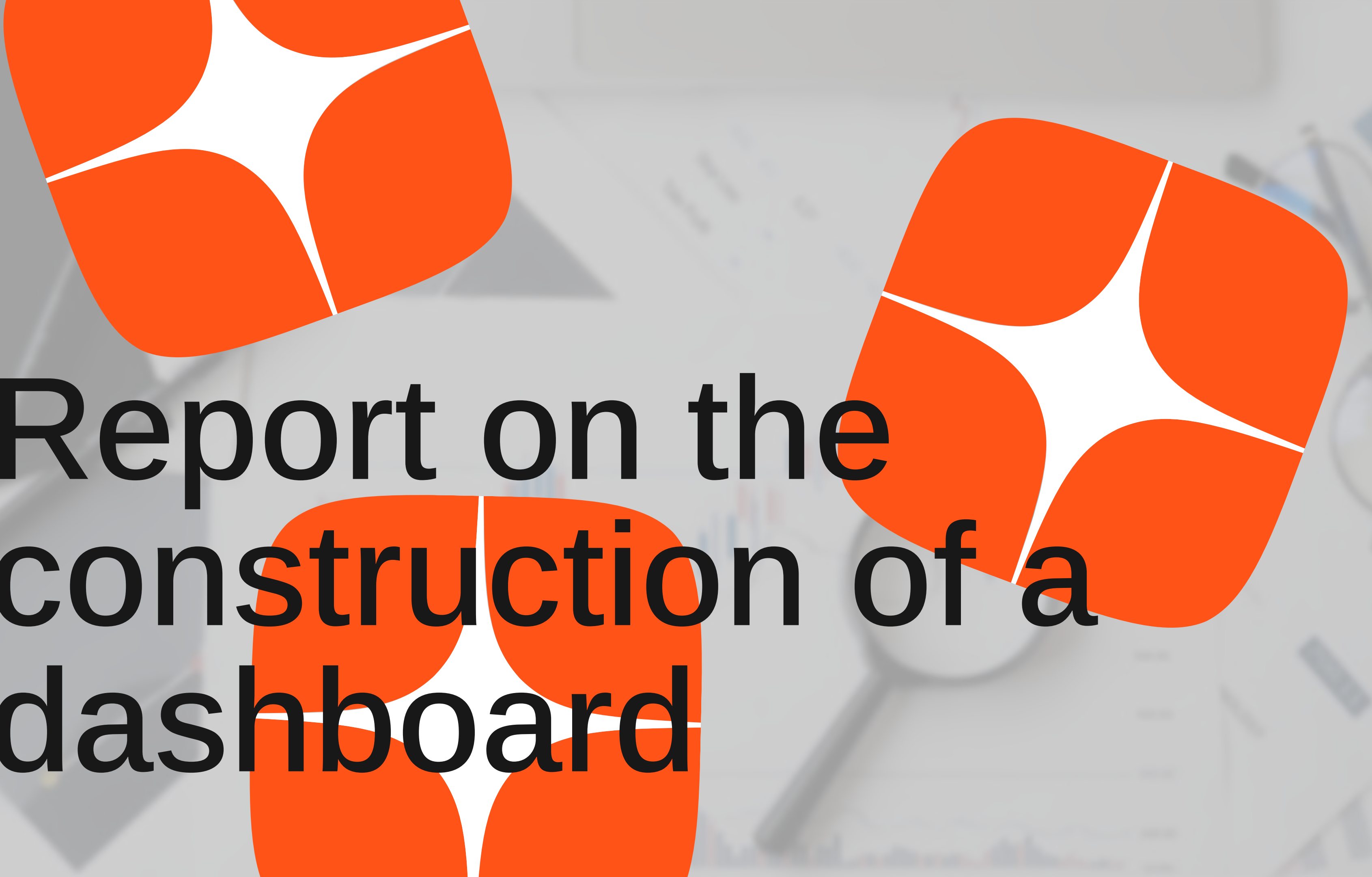


LIUBOV ZAKHAROVA

Dashboard Dzen





Report on the construction of a dashboard

Report structure

01

Technical Requirements

Brief statement of tasks and activities

02

Dashboard

Dashboard link

03

Questions

Research on the problems

Goal of the research:

development of a dashboard to analyse users' interaction with the cards on the Zen website

Source of data and period of study

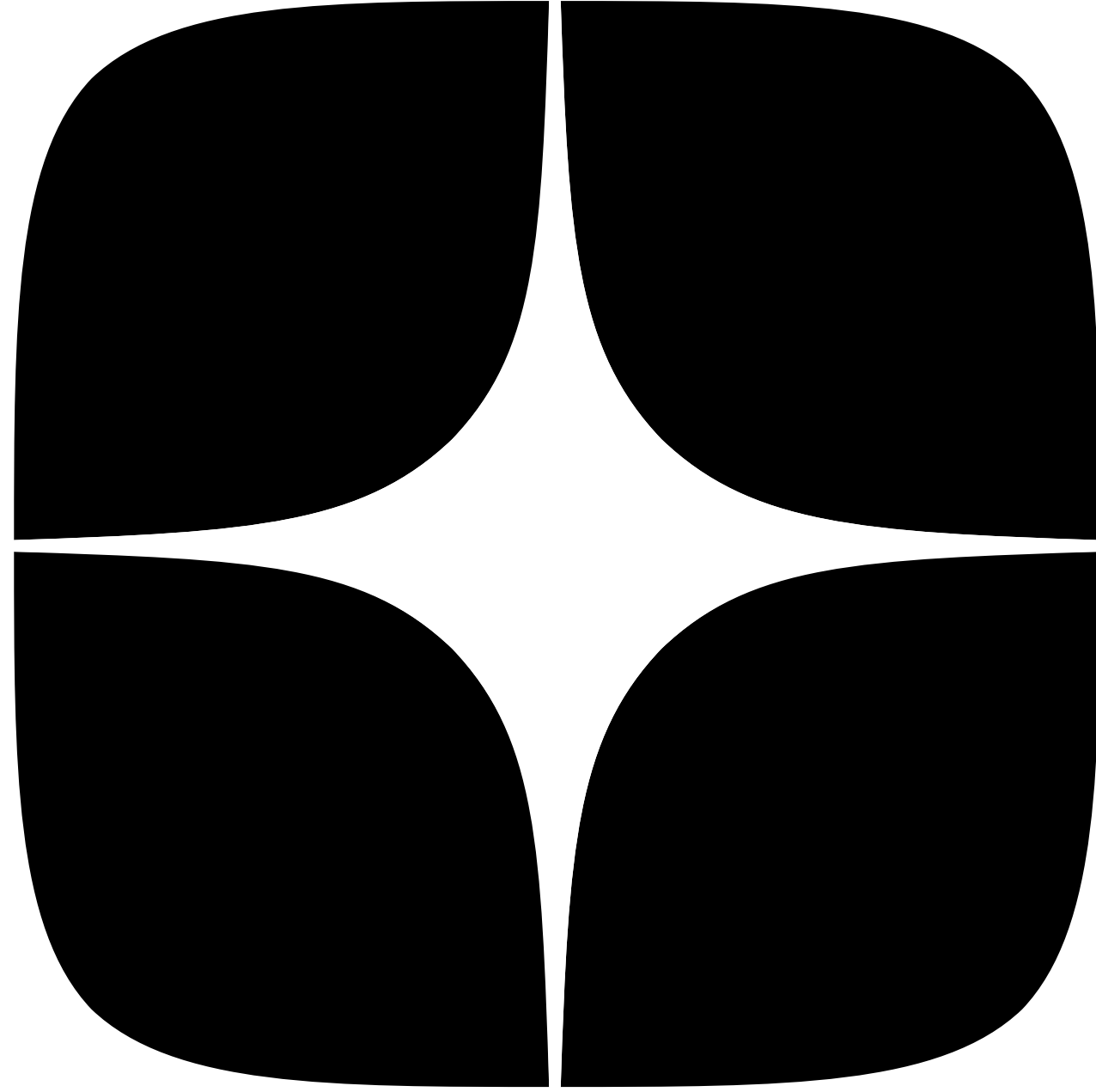
DATA

zen database

DT

9/24/2019 6:28:00
6:28:00-7:00:00 PM

Technical Requirements



Scope of work

Task: analysis of user interaction with the cards

1. Data collection and preparation

The result of preparing the data required for the dashboard is presented in the file dash_visits.csv

2. Dashboard development

Dashboard development using Tableau

3. Analysis and visualization

The control panel will be designed to analyze the interaction of users with cards, broken down by card topics

4. Testing

Testing of the dashboard

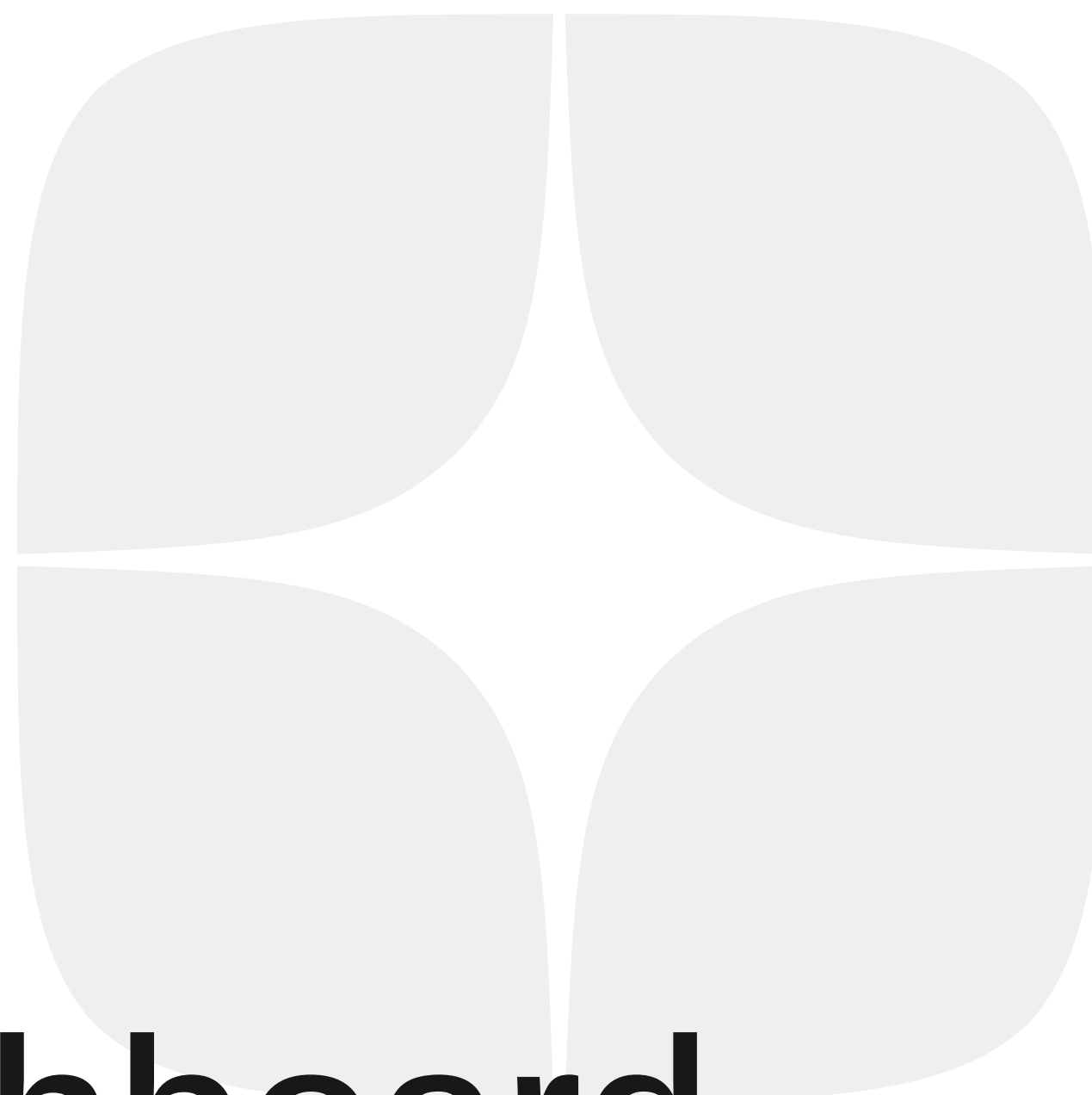
5. Deployment

Deployment of the panel to the Tableau Public platform for use by content analytics managers

6. Training

Content analytics managers will receive the necessary training on how to use the dashboard effectively

Название дашборда		Фильтр по дате и времени	
Описание дашборда		Фильтр по темам карточек	Фильтр по возрастным категориям
График истории взаимодействия «События по темам карточек» (абсолютные значения, stacked area chart)	График истории взаимодействия «% событий по темам карточек» (% от общего, stacked area chart)	График разбивки событий по темам источников «События по темам источников» (относительные значения, pie chart)	
Таблица соответствия тем карточек темам источников «Темы источников - темы карточек». В колонках должны быть указаны темы источников, в строках – темы карточек. На пересечении должно быть указано абсолютное количество событий. Ячейки таблицы должны иметь окраску в зависимости от числа взаимодействий (highlight table).			



Dashboard

Full link

https://public.tableau.com/app/profile/liubov.zakharova/viz/DzenDashboard_16734756976880/

A link to a zoom meeting to learn how to use the dashboard will be emailed to Valeria and Denis.

Zen content analysis dashboard

Dashboard

[Dashbooard Link](#)

03

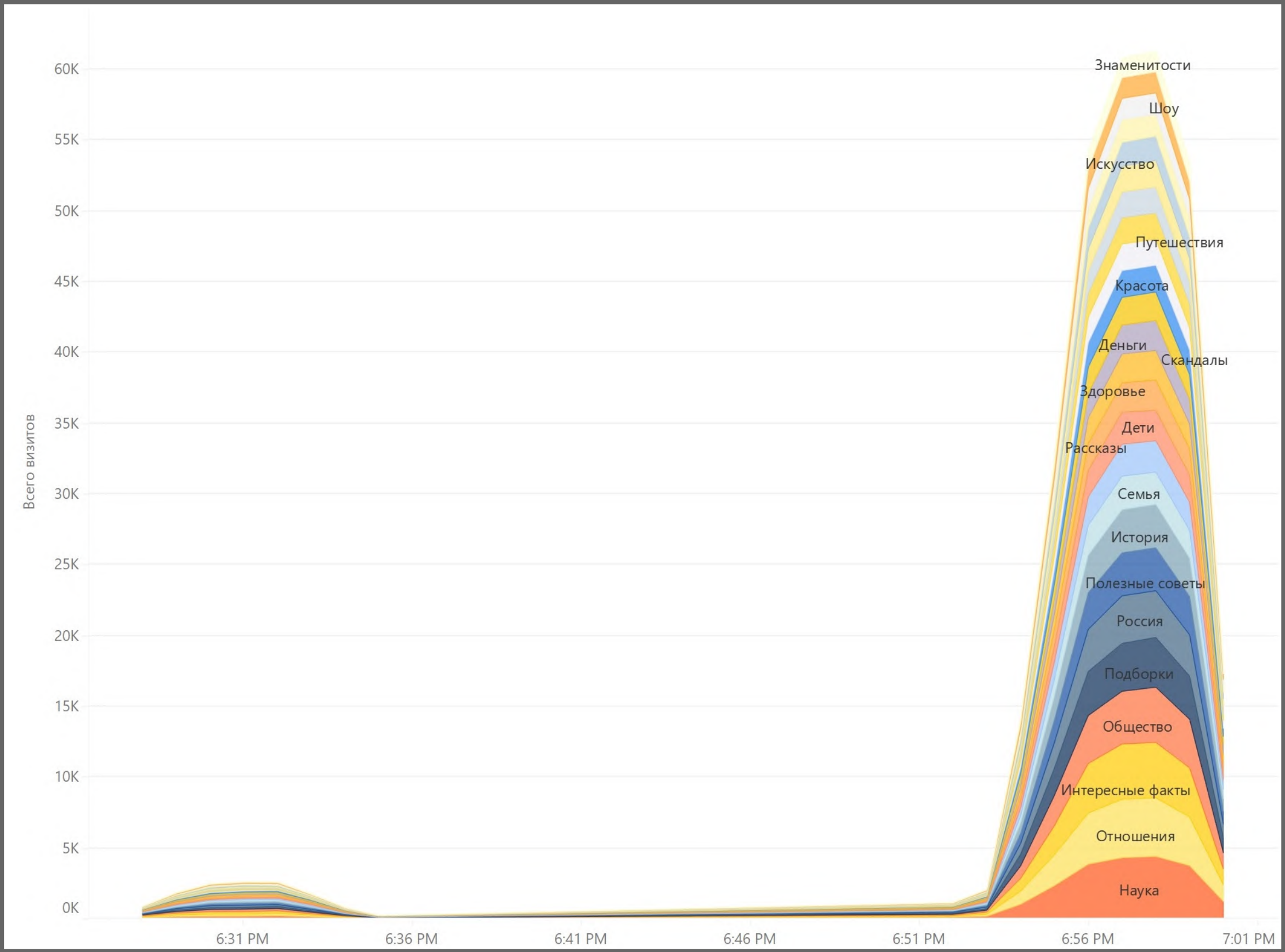
Problem solving

How many user interactions with cards occur in the system, broken down by card topic?

How many events do sources with different themes generate?

How do the card themes relate to the source themes?

Interaction history "Events by card theme"



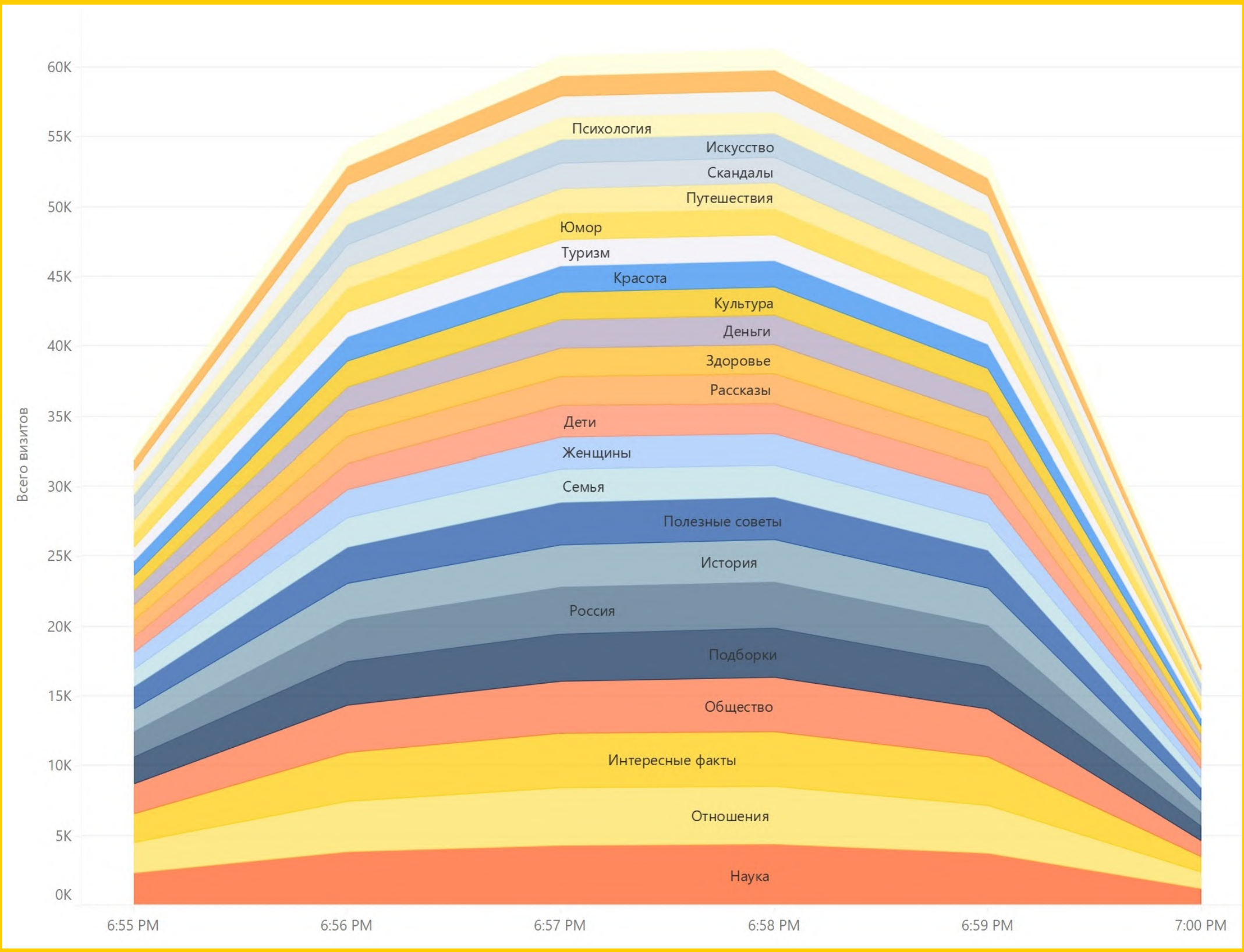
Interactions with the cards

By time, there are up to 60K card interactions at a single moment in peak values.

From 6:28 to 6:35 the number of views reaches 2,600.
At 6:35 there is a sharp drop (less than 200 views).

From 6:36 to 6:52 there is a smooth rise from 200 to 1,000, from 6:52 the peak begins.

Interactions "Events by card theme", peak time



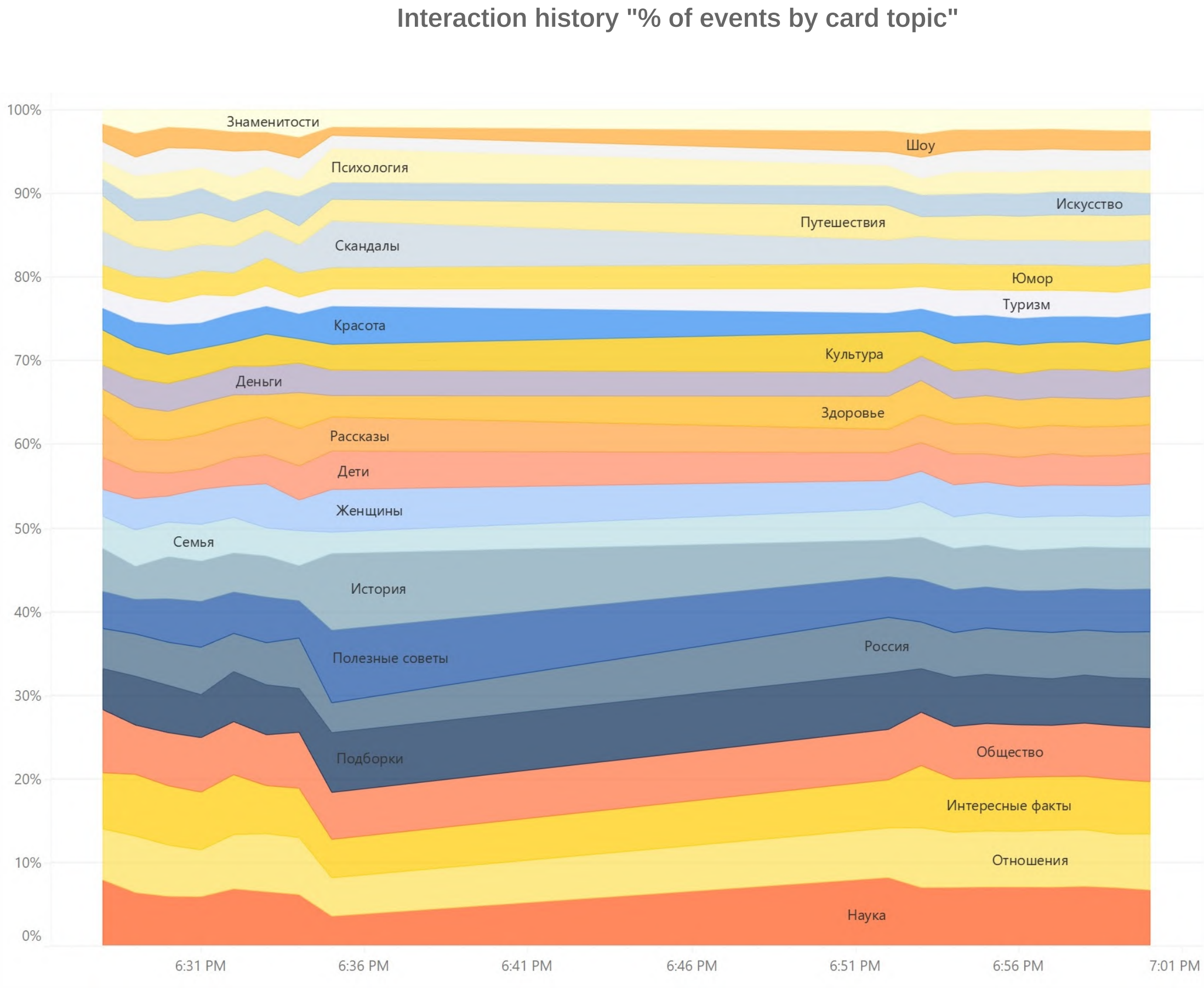
Interactions with cards in peacetime values

Interaction peaks between 6:55 and 7:00 with over 50,000 events.

The leading categories are Science, Relationships, Interesting Facts, Society - about 4,000 events. Celebrities, shows, women's psychology, psychology, art, scandals, travel - the least number of views - less than 2.000.

Interactions by card topic in %

The distribution of events by card topic is generally evenly distributed, with an increasing share of leaders (Science, Relationships, Interesting Facts, Society) - when approaching the peak.

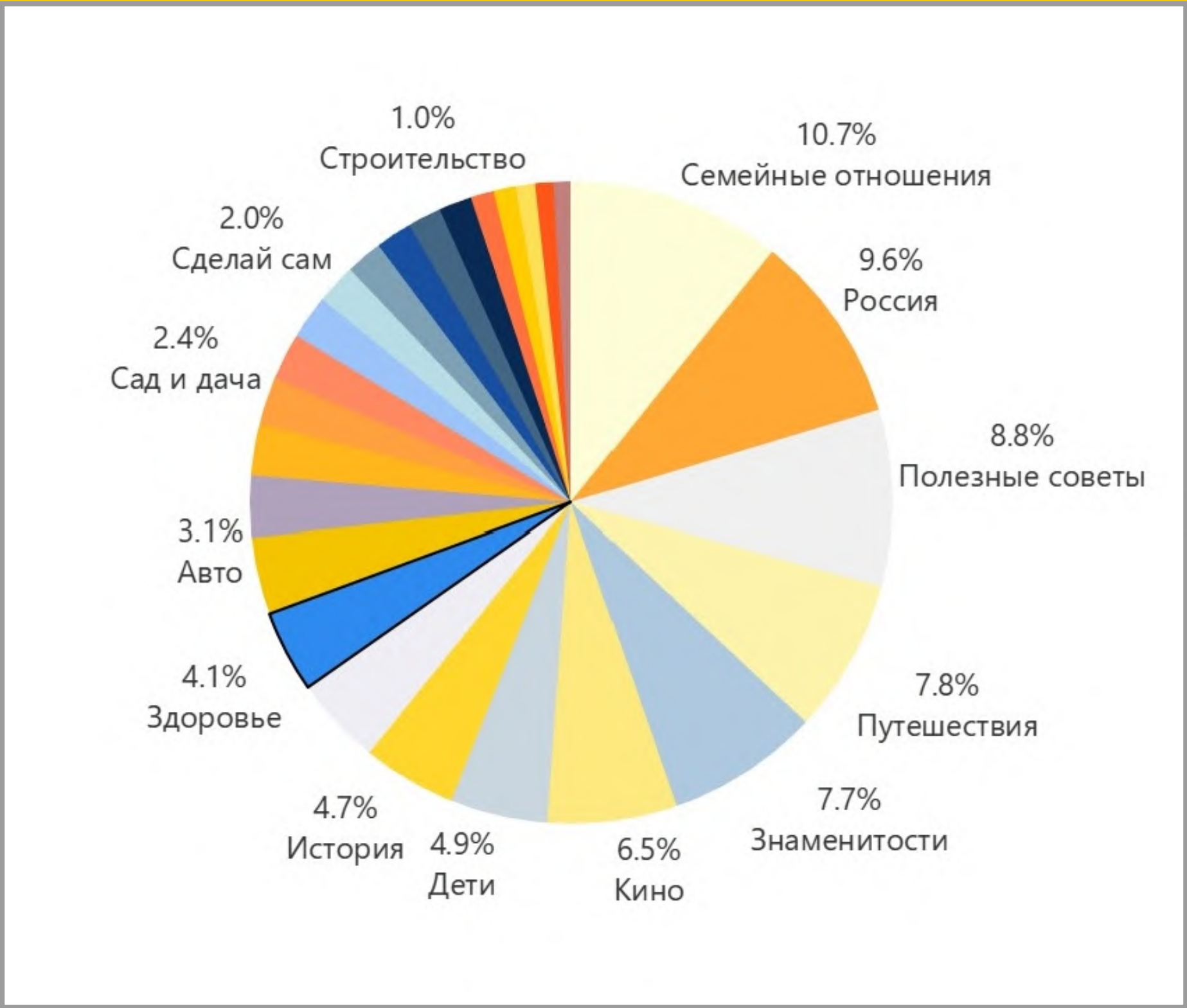


Source events with different themes

Sources generating the most events are Family Relations, Russia, Useful Advice, Travel, Celebrities (over 7.5% each)

The least frequent sources are Construction, Music and Financenсы (less than 1 %).

Breakdown of "Events in % by source topic"



Card topics and source topics

Table of correspondence between the "Source Topics - Card Topics" themes

Overlapping themes

- (cards - sources):
- Stories - Travel
- Science - Film
- Society - Russia
- Sets - useful tips
- Society - Family

No overlapping themes

- (cards - sources):
- Shaw - Garden and Dacha
- Shaw - Food
- Show - Technology
- Women's Psychology - Interiors
- Women's Psychology - Construction
- Scandals - Construction

	Семей..	Россия	Полез..	Путеш..	Знаме..	Кино	Дети	Истор..	Семья	Здоров..	Одеж..	Авто	Искус..	Сад и ..	Полит..	Еда	Сдела..	Психо..	Ремонт	Спорт	Деньги	Интер..	Техно..	Строи..	Музы..	Финан..
Наука	1,711	1,782	1,865	1,823	1,554	3,279	930	1,102	809	629	393	1,606	510	227	244	91	358	291	415	421	197	186	749	99	403	62
Отношения	1,030	2,278	2,716	1,269	2,040	672	242	679	194	1,173	1,428	478	374	944	830	573	517	197	510	312	281	862	119	513	139	296
Интересные ..	1,323	2,567	2,023	1,448	720	1,033	327	1,273	611	2,090	837	1,254	697	825	340	391	341	449	175	186	145	54	219	234	325	55
Общество	2,727	3,471	1,313	891	829	578	1,007	1,116	1,416	1,181	355	379	218	76	1,209	160	162	919	181	338	350	64	118	97	79	406
Подборки	1,386	877	2,795	1,491	1,353	1,403	319	597	424	396	1,612	551	257	522	43	871	364	396	479	280	217	122	440	361	190	26
Россия	1,962	2,847	730	1,079	1,579	919	493	1,104	608	282	276	1,885	355	85	232	23	114	38	345	703	229	134	316	179	324	125
Полезные со..	1,781	403	1,413	2,088	271	143	707	437	811	1,346	891	749	83	253	51	223	679	438	485	136	916	427	294	77	127	206
История	1,344	1,491	859	2,643	921	1,091	1,047	636	696	771	310	522	695	209	695	60	149	227	168	190	114	30	286	9	164	62
Семья	1,489	519	1,293	340	689	486	361	266	1,131	275	544	50	288	548	78	1,236	434	176	447	4	458	321	34	351	41	38
Женщины	2,270	397	986	192	967	340	875	560	988	1,022	547	156	485	125	78	348	223	253	67	210	122	175	6	56	45	6
Дети	1,184	547	1,541	431	1,444	474	621	455	558	346	320	192	238	633	135	675	354	128	174	21	228	97	28	103	9	53
Рассказы	875	421	358	4,587	615	357	286	568	539	248	30	78	291	201	63	28	92	233	123	222	454	47	1	74	36	82
Здоровье	814	712	2,335	393	962	156	798	68	247	404	518	232	64	542	121	558	548	214	145	197	95	57	74	106	20	19
Деньги	696	1,132	1,087	536	591	1,042	859	271	345	65	98	338	172	101	949	193	137	305	362	134	203	62	88	68	42	415
Культура	892	1,474	231	430	1,508	1,543	578	636	482	41	295	103	682	100	308	55	76	81	154	47	46	124	46	86	178	9
Красота	748	269	1,227	781	1,313	472	703	177	274	736	428	29	232	513	282	253	466	171	172	28	48	185	39	174	38	56
Туризм	1,580	867	721	483	269	252	406	618	283	311	248	161	173	523	307	382	688	133	403	79	74	279	38	74	77	83
Юмор	1,887	621	1,150	636	334	502	404	715	584	124	384	224	205	321	17	194	204	140	201	281	79	17	11	55	67	41
Скандалы	952	1,560	54	284	1,992	707	844	410	386	43	281	14	91	24	374	48	56	18	13	597	35	93	273		132	13
Путешествия	709	588	888	641	509	289	509	1,018	306	187	382	343	555	499	60	357	127	126	451	88	363	26	44	85	33	77
Искусство	754	632	331	664	1,083	1,254	639	596	404	70	209	145	512	43	121	7	128	98	172	54	98	164	58	53	223	4
Психология	855	936	862	261	582	219	1,233	286	656	583	183	19	306	86	224	62	45	141	34	125	86	46	23	88	19	76
Женская псих..	2,073	660	418	321	546	264	613	181	759	349	466	26	96	49	23	67	19	463	13	26	256		39		5	5
Шоу	1,503	505	38	113	829	2,201	297	215	151	20	393	4	66		522	1		7	7	141	8	30		8	98	354
Знаменитости	764	2,275	178	299	445	408	145	644	234	139	467	29	356	21	35	36	6	88	3	433	55	12	158	50	55	59

General

- 26 card themes
- 26sources themes
- 6 age groups

Peak interactions

- from 6:55 to 7:00
- Up to 60K card interactions

Themes-Leaders for cards

(4 th. events)

- Наука
- Отношения
- Интересные факты
- Общество

Themes-Leaders for sources

(more than 7.5% each)

- Семейные отношения
- Россия
- Полезные советы
- Путешествия
- Знаменитости

Overlapping Themes

- Рассказы - Путешествия
- Наука - Кино
- Общество - Россия
- Подборки - полезные советы
- Общество - семейные отношения

Non-Overlapping Themes

- Шоу - Сад и дача\ Еда \Технологии
- Ж. психология - Интерьеры \ Строительство
- Скандалы - Строительство

Conclusions

Thank you for attention!

