Get Perk’d Launch Dashboard Overview

This document outlines the executive-level overview of the Get Perk’d Dashboard Suite, designed to support business operations, student engagement, and performance optimization.

# Dashboard Suite Summary

1. Partner Outreach Dashboard:  
 - Tracks business prospecting and conversions.  
 - Status workflows and conversion rate logic.  
  
2. Launch Analytics Dashboard:  
 - Real-time visibility into activations and redemptions.  
 - Revenue forecasts and weekly trends.  
  
3. Student Acquisition Dashboard:  
 - Monitors new users, referrals, and viral growth (K-factor).  
 - Ambassador program effectiveness.  
  
4. Mobile Optimization Dashboard:  
 - Tracks bounce rate, load time, device breakdowns.  
 - Performance scoring across 5 test devices.  
  
5. Onboarding Funnel Analytics:  
 - Follows merchant journey from signup to full activation.  
 - Funnel drop-off and engagement rates.  
  
6. QA Testing Dashboard:  
 - 25+ automated tests, system scoring, performance validation.  
 - Exportable logs and historical comparisons.

# Key Features

✓ Dark mode toggle  
✓ CSV & PDF export tools  
✓ Historical trend analysis  
✓ Admin alert triggers  
✓ Gamified redemption milestones  
✓ Mobile responsiveness testing  
✓ Integrated QA test runner  
✓ Franchisee-ready demo toggle

# Usage Scenarios

- Franchisee recruitment demos  
- Partner performance meetings  
- Internal QA testing and log validation  
- Executive reviews and investor pitch decks