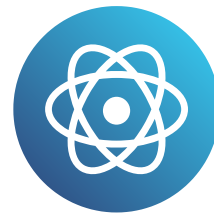


# Dashboards

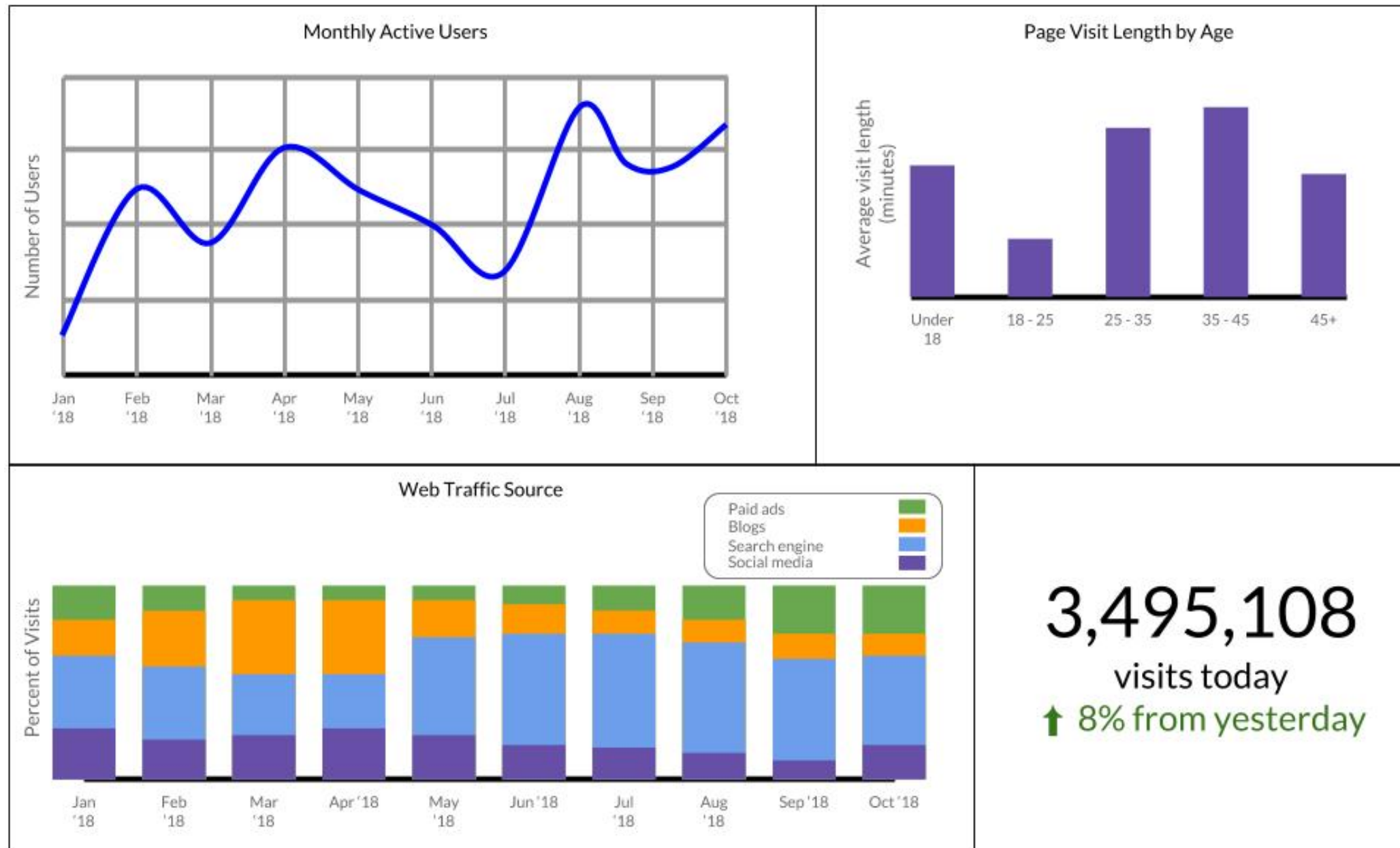
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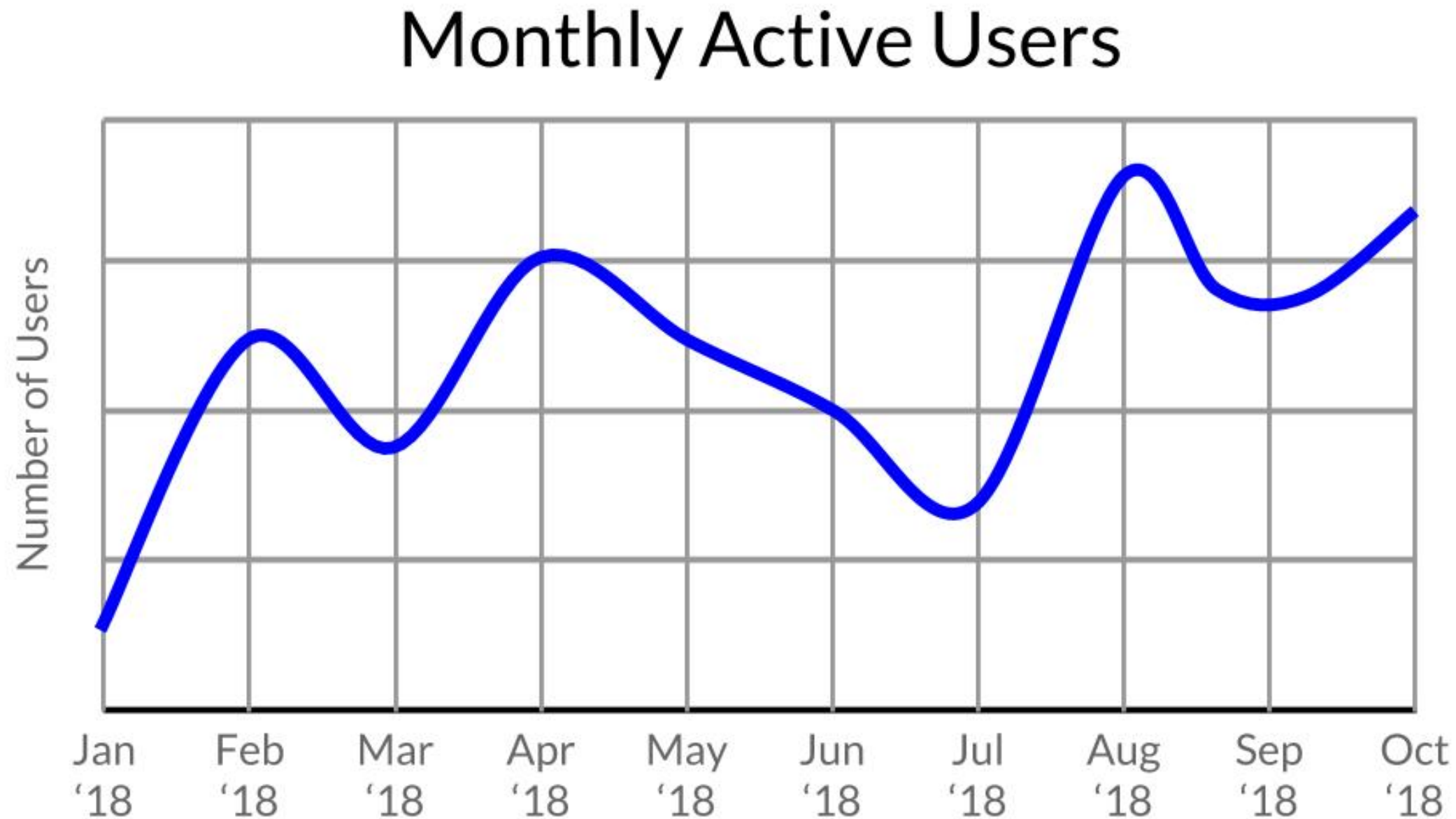
**Kaelen Medeiros**

Product Data Scientist, DataCamp

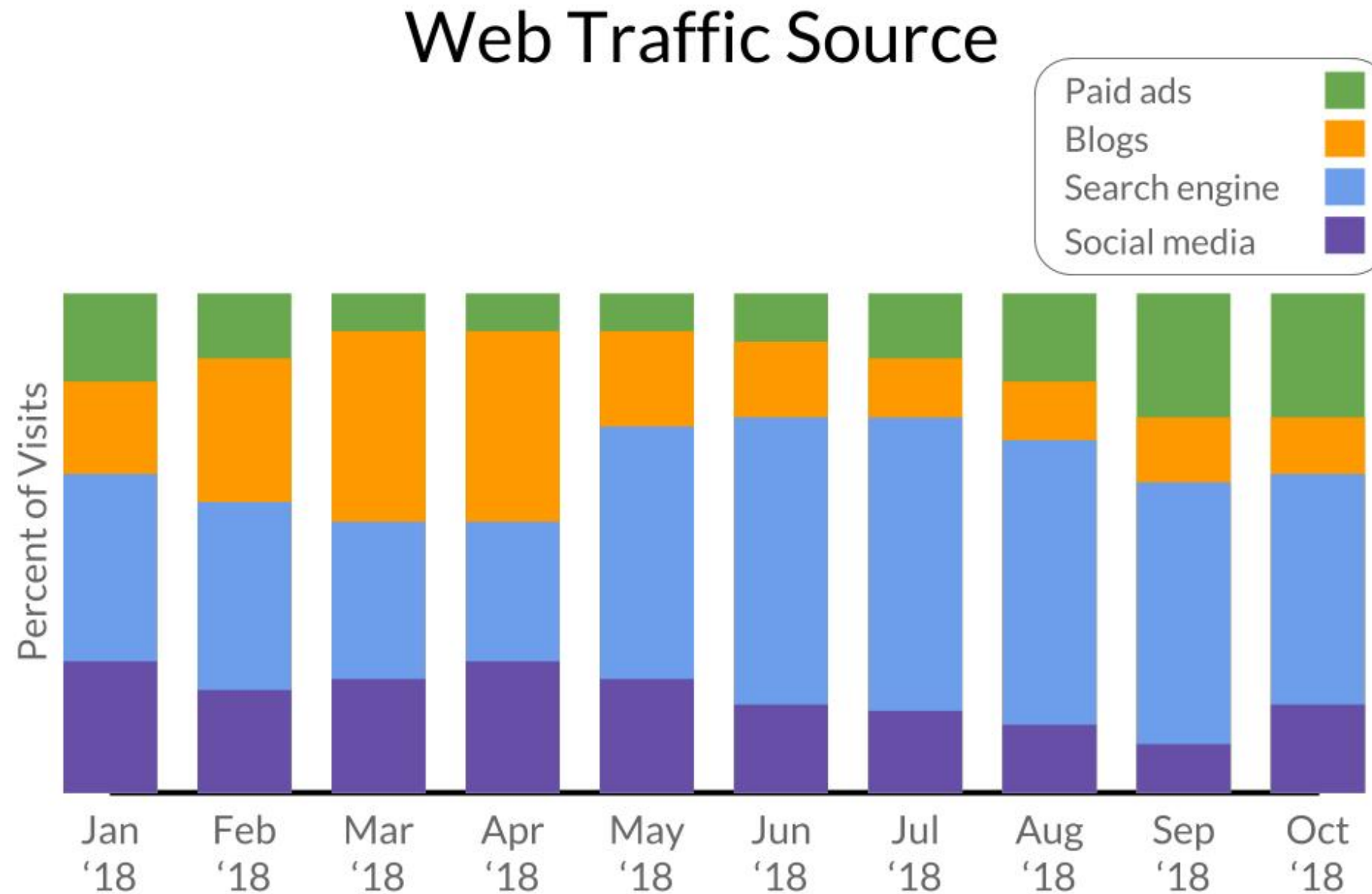
# What is a dashboard?



# Tracking a value over time

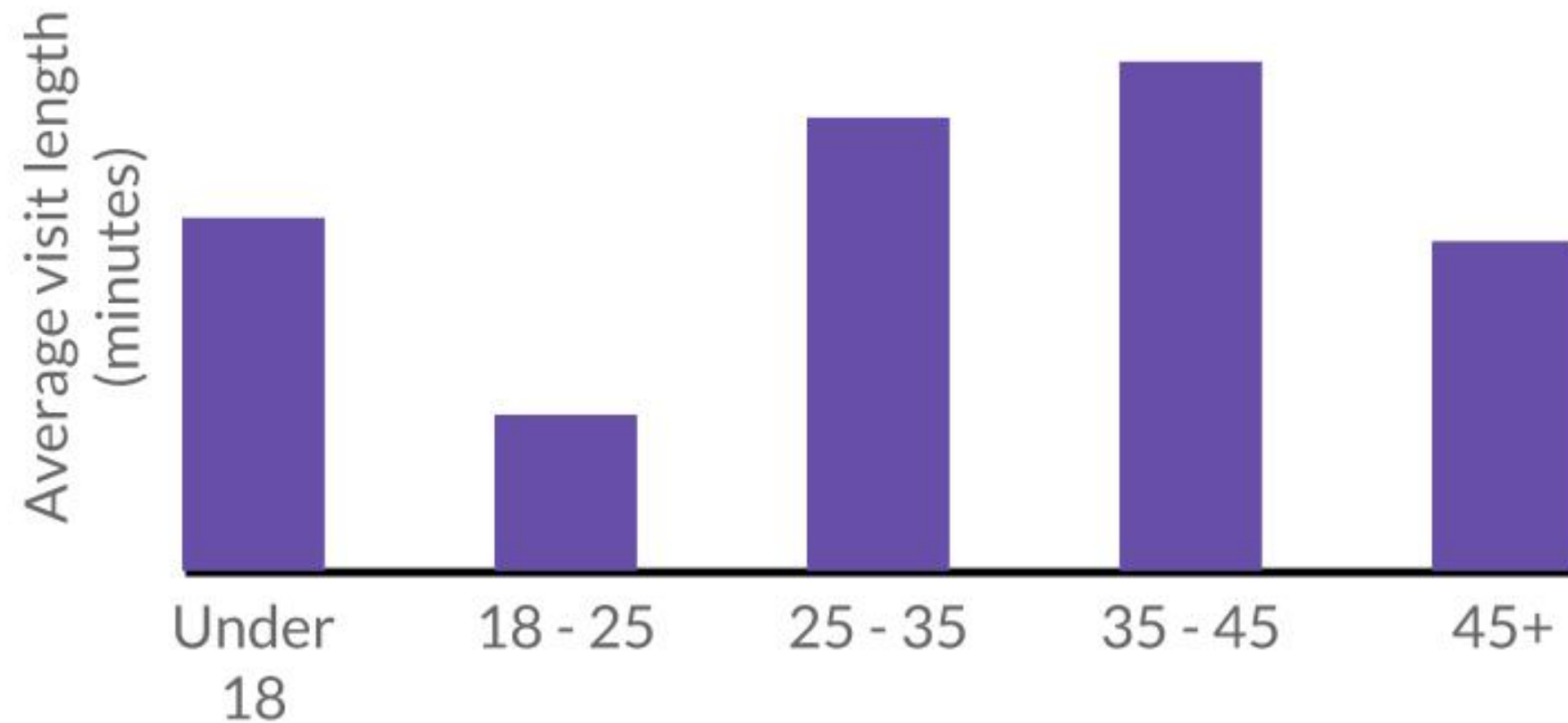


# Tracking composition over time



# Categorical comparison

## Page Visit Length by Age



Data from the past 30 days

# Highlighting a single number

3,495,108

visits today

↑ 8% from yesterday

# Displaying text

Timestamp	Comment
Oct 9, 2018 12:57:05	Awesome website! Loved the new layout.
Oct 10 2018 03:16:00	Had trouble getting the website to load. I couldn't buy my favorite product!

# Where can we build a dashboard?

- Spreadsheets: Excel or Google Sheets
- BI Tools: Power BI, Tableau, Looker
- Customized tools: R Shiny or d3.js

Be consistent across an organization!



# Requesting a dashboard

## Is a dashboard the correct solution?

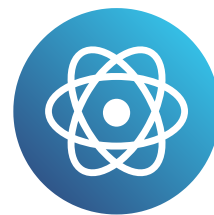
- Will you use it multiple times?
  - Does it need to be updated daily or weekly?
  - Will the request always be the same?
- Be specific
  - Specify your use case

# Let's practice!

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# Ad hoc analysis

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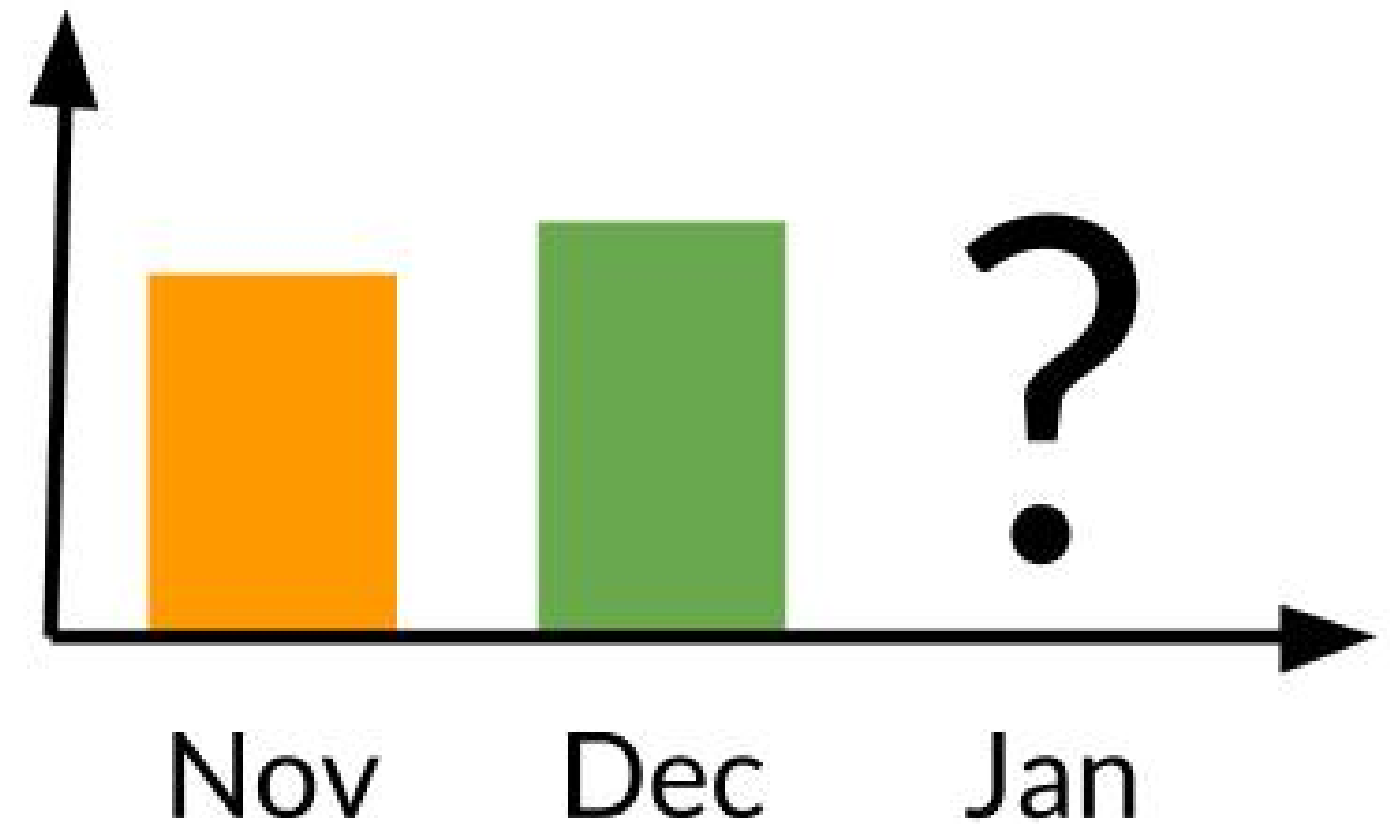
Product Data Scientist, DataCamp

# What is an ad hoc request?

- Not repeated on a weekly or daily basis
- Can come from many places
  - Product
  - Finance
  - Engineering



# Case study: ad campaign performance



# Making an ad hoc request

- Be specific
- Include context
- Include a priority level and due date

# Handling ad hoc requests

- Ticketing system
  - Ex: Trello, JIRA, Asana
- Require fields
  - Due date
  - Priority

## Create a new ticket

Title

Request

We launched a New Year's Resolutions ad campaign in January.

How much revenue was generated by this campaign during that month?

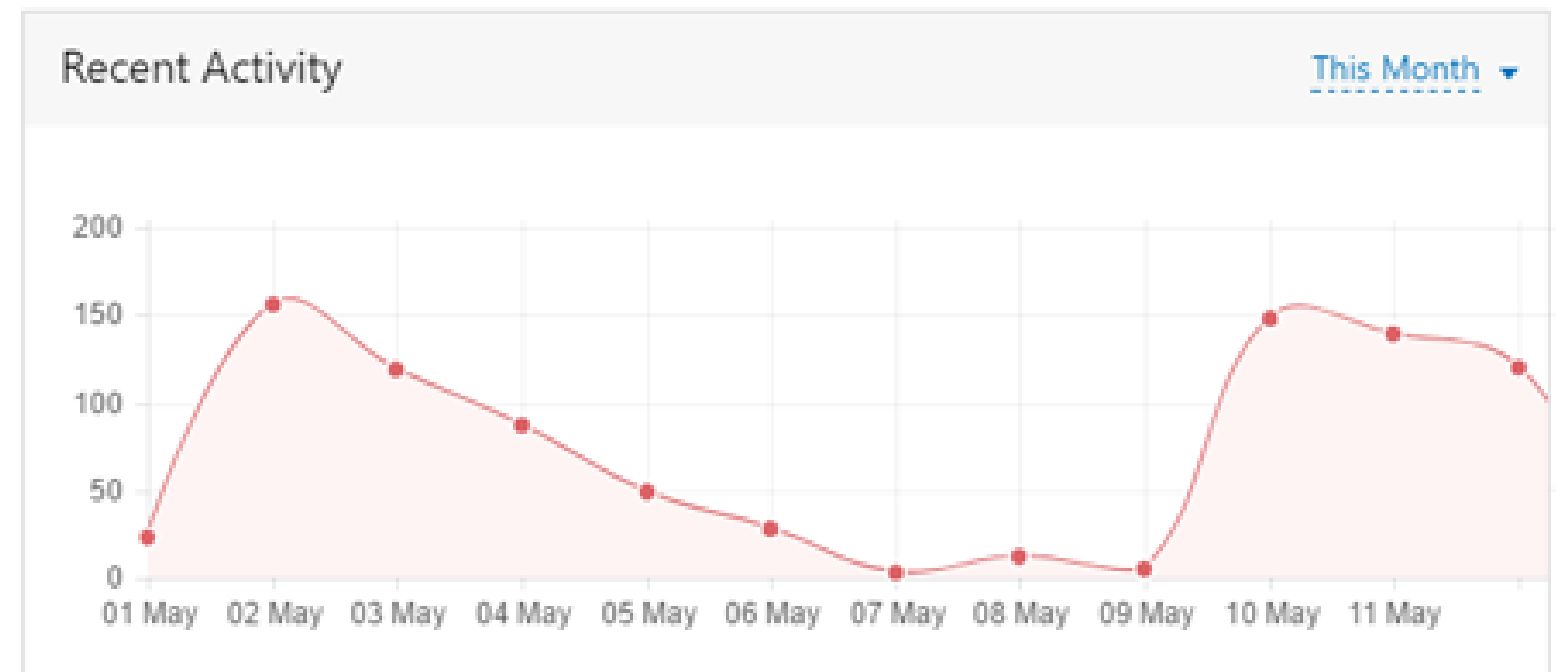
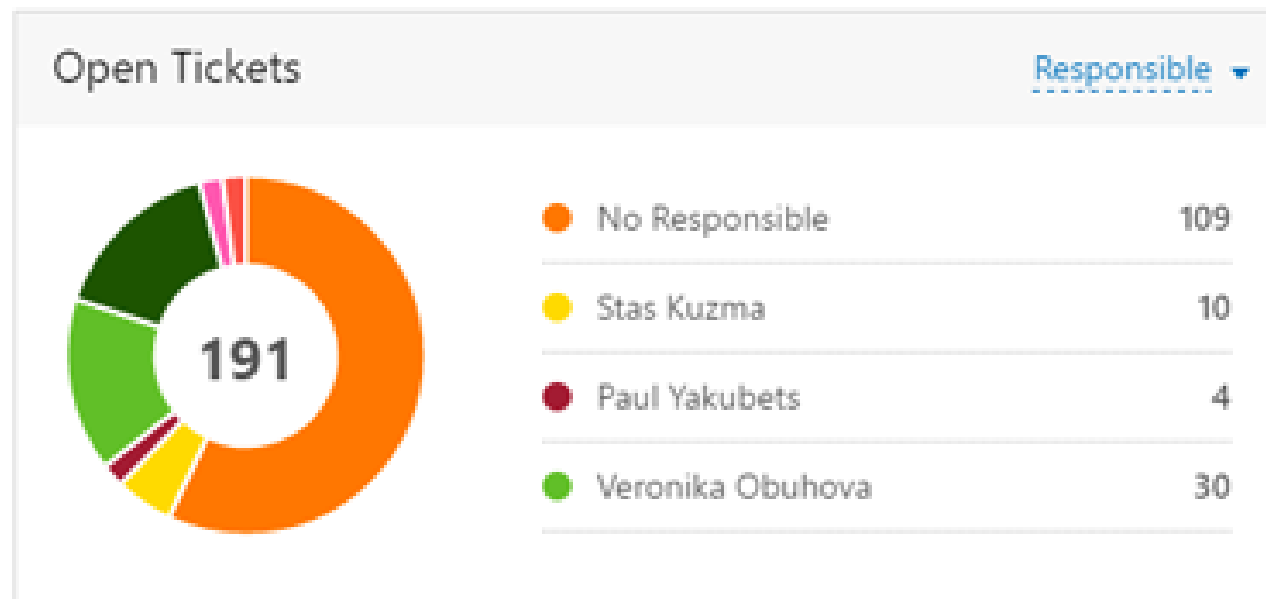
Priority  ▼

Due date

Create

# Meta-analysis of Ad Hoc Requests

New Tickets 29    My Assignments 14    Open Tickets 192    Unassigned Tickets 109



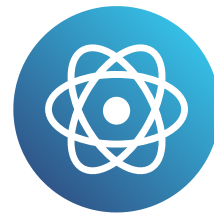


# Let's practice!

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# A/B Testing

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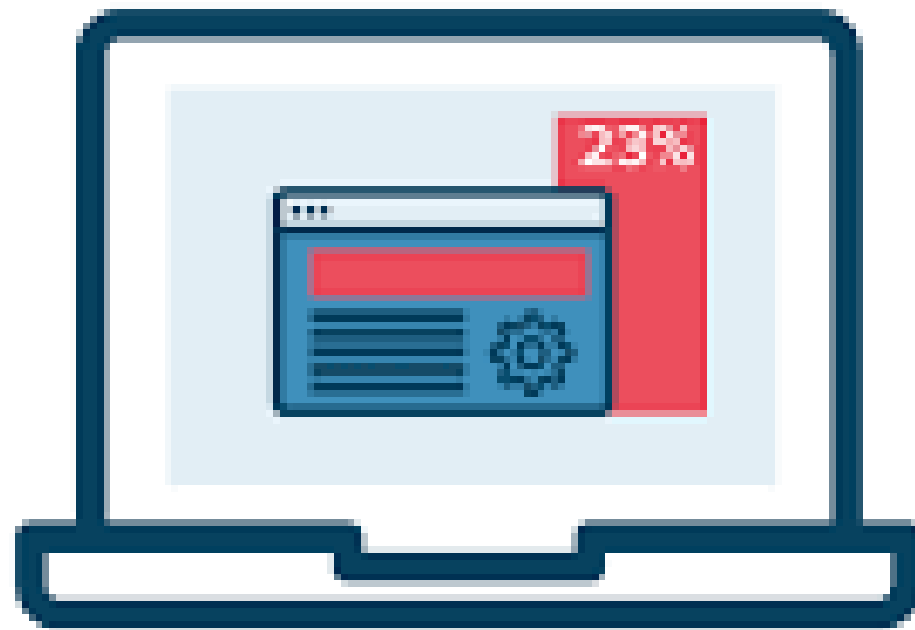


**Kaelen Medeiros**

Product Data Scientist, DataCamp

# What is A/B Testing?

A



CONTROL

B



VARIATION

# Case study: article headlines

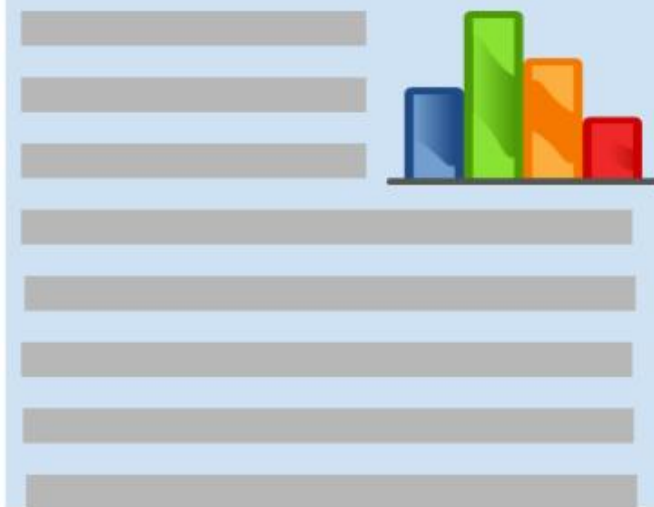
**A**

Become an expert Data Scientist with this one weird trick!



**B**

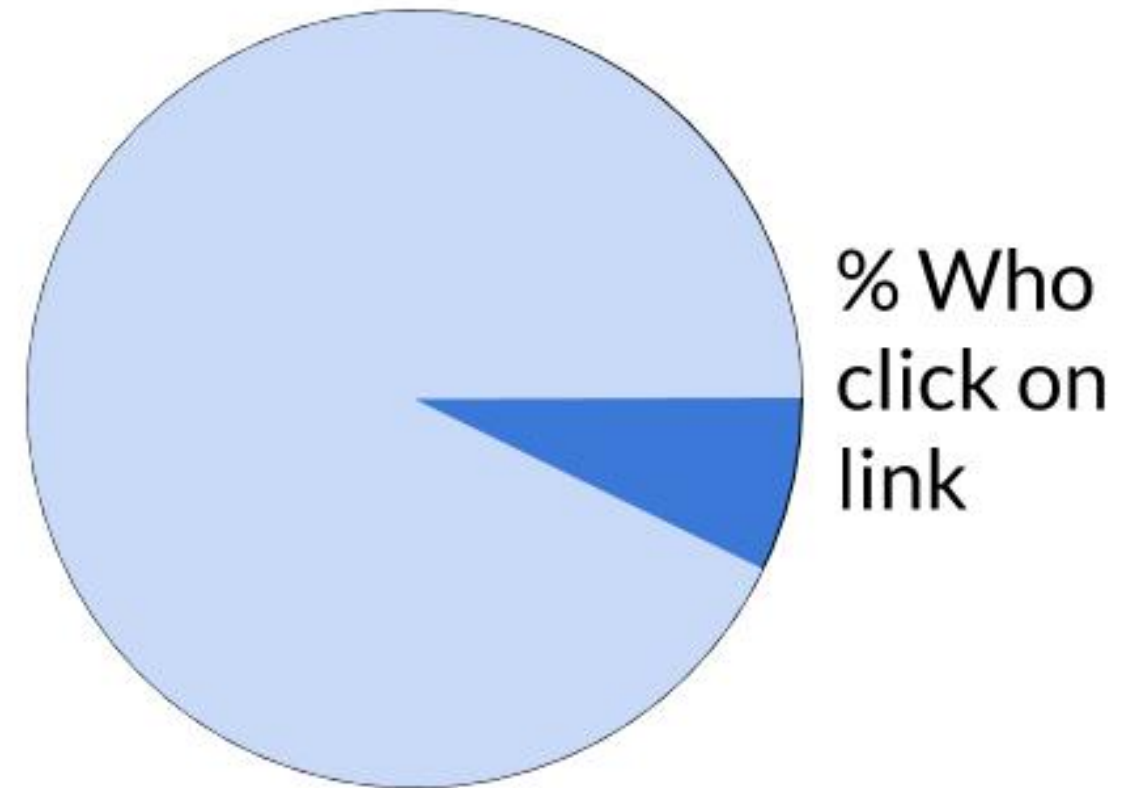
You won't believe these tips for becoming a Data Scientist!

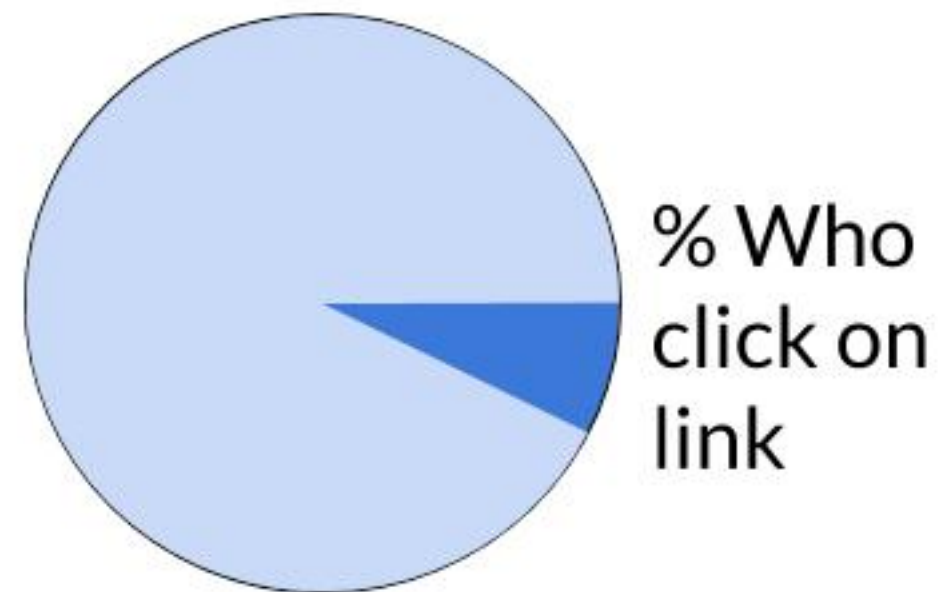
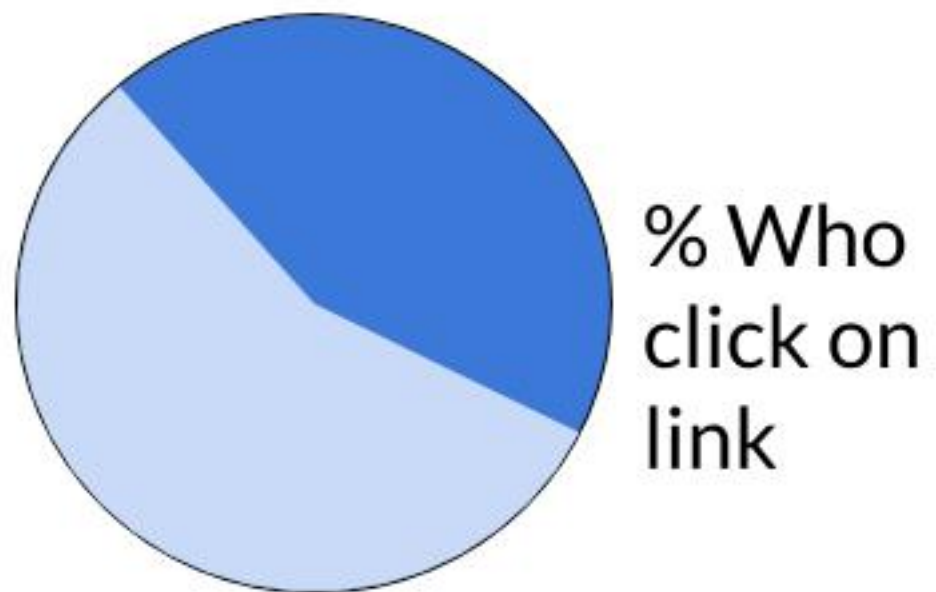


# A/B Testing Steps

- Picking a metric to track
- Calculating sample size
- Running the experiment
- Checking for significance

# Pick a metric to track





Low sensitivity, detects  
large differences

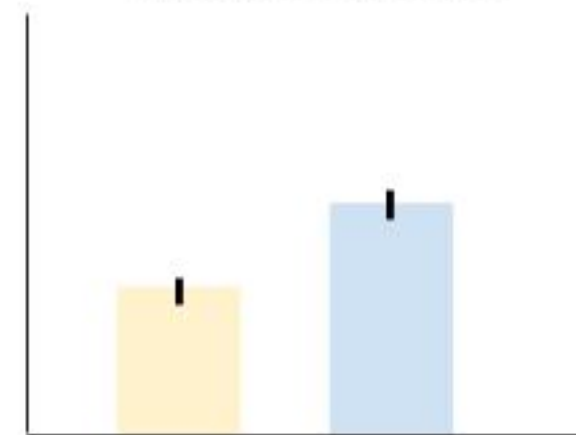


A

B



High sensitivity, detects  
small differences



A

B



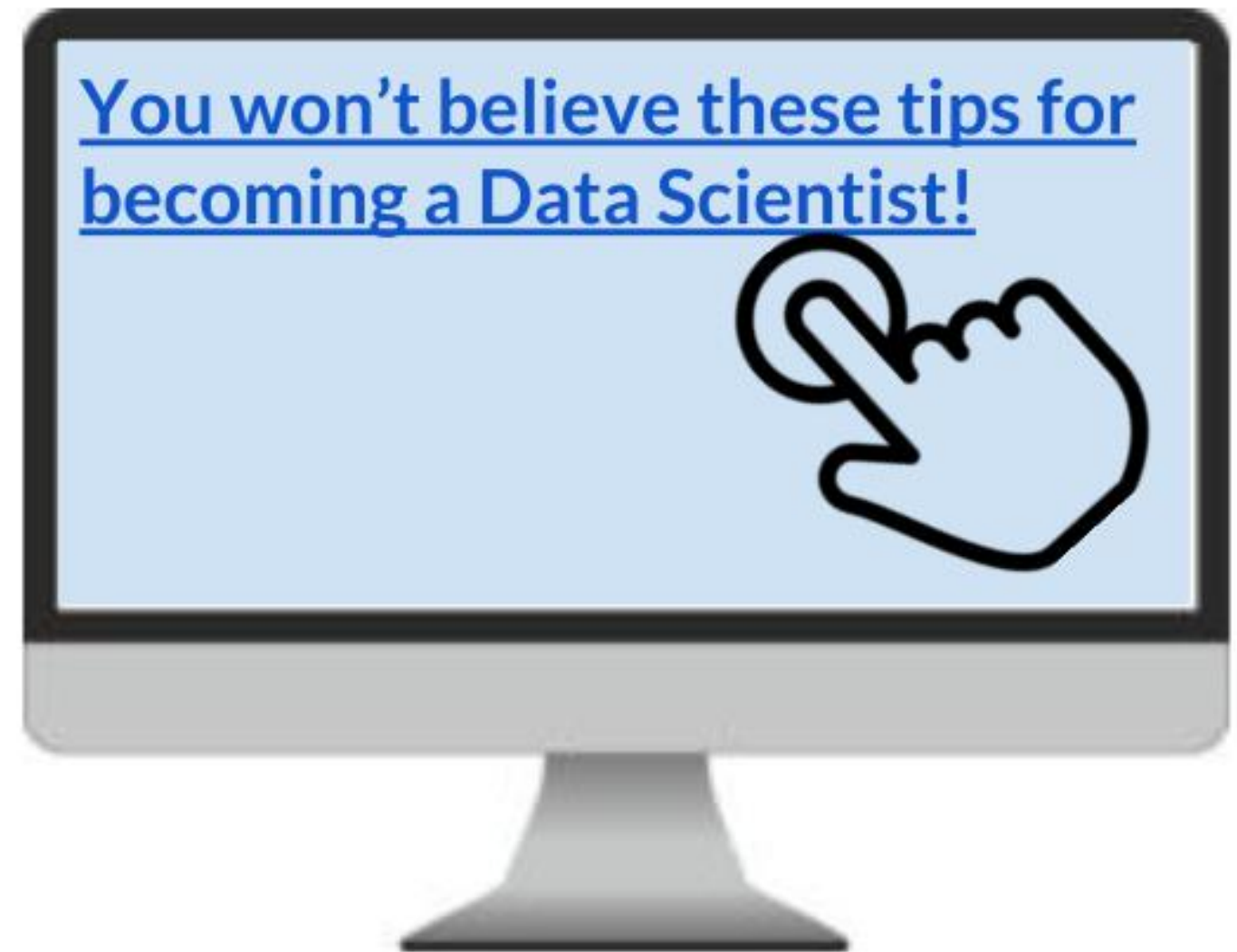


# Run your experiment

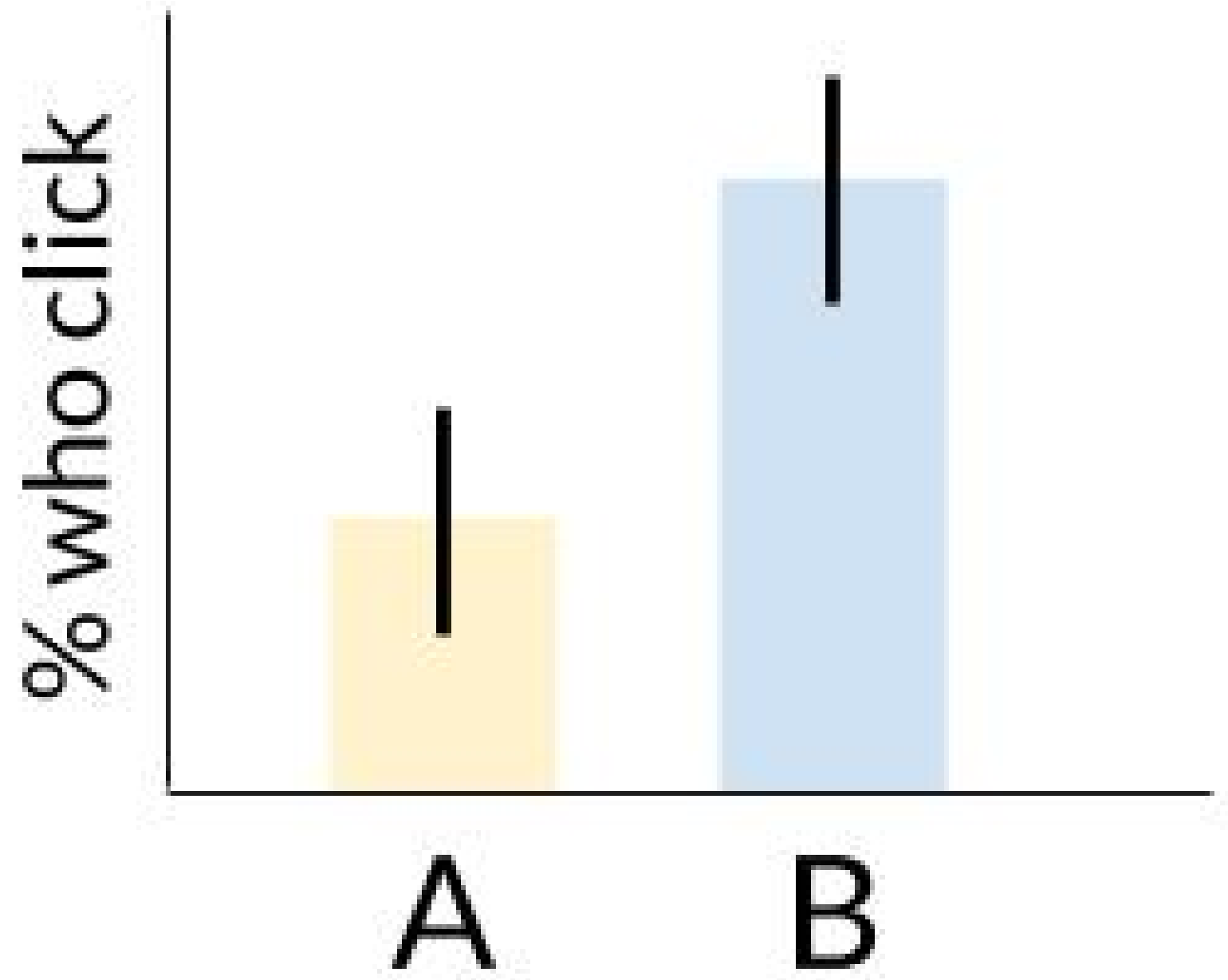
A



B



# Check for significance



# What if the results aren't significant?

- Difference is smaller than the threshold we chose
- Running our test longer won't help
- Still might be a difference; it's just small

# Let's practice!

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