BAR DE RESPEITO

B2B project, a partnership between Ambev and Nohs Somos to train establishments and promote safety for the LGBTQIAP+ community.

OBJECTIVE

Develop a comprehensive and interactive dashboard on the Bar de Respeito platform to monitor and analyze access, usage, evaluation, and user demographic indicators. This dashboard aims to provide actionable insights into user engagement, the effectiveness of establishment training, and the representation of the LGBTQIAP+ community.

TOOLS

• PostgreSQL • Power BI • DAX

PROBLEM

- How many users registered?"
- "How many users returned to the platform?"
- "Who are these people?"
  - Demographics
  - Diversity
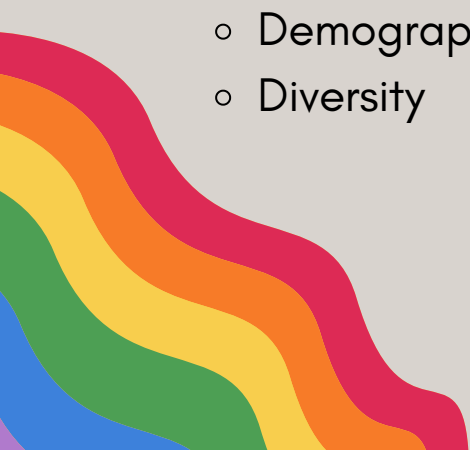
Overview

Hypothetical Data

Visits During Campaign Period

Hypothetical Data

User Retention

Map Users

Establishment Training

Hypothetical Data

Staff Training

Hypothetical Data

RESULTS*

EVALUATIONS

- **Quality:** the majority of establishments (ratings 4 and 5) indicate successful training for a safe and welcoming environment for the LGBTQIAP+ community.
- **Participation:** the low evaluation rate limits a complete view of satisfaction.

ACCESS

- **Return:** most users who returned to the platform did so twice, indicating interest, but the overall low return rate is a point of concern.

USERS

- **Demographic profile:** the main audience consists of users aged 25 to 34.
- **Geographic Distribution:** RJ and SP concentrate the majority of users.
- **Diversity:** the majority identify as heterosexual and white, indicating a need for greater inclusion.

*Note: the data presented in this report is fictitious, used to preserve project confidentiality. Results may differ from the actual dashboard data.

RECOMENDATIONS

- **Evaluations:** implement gamification or reminders to increase participation.

- **Geographic Expansion:** improve campaigns in other states and strengthen campaigns in RJ and SP.

- **Retention:** develop loyalty programs or exclusive content to encourage returns.

- **Inclusion:** create specific content and targeted campaigns for minorities.

- **Research:** conduct research to understand the needs of underrepresented groups.

- **Accessibility:** ensure platform accessibility for diverse ethnicities.