KEYO

Progress Report

Analytics Team |IDS 507 | 11/24/2017

PROJECT REQUIREMENTS

Building an analytics dashboard using R Shiny and ShinyDashboard.

Ongoing use:

● **Keyo - bigger picture**:

○ Monthly revenue (please account for discounts and costs)

○ Month over Month Revenue Growth

○ User Churn

○ User count, active vs. inactive

○ Sign up to purchase conversion rate (how many sign ups progress to sales)

  ● **Transactions per client**

○ Number of Transactions

 ○ Dollar amount of transactions

○ Break it in timelines - lifetime, monthly, etc.

○ Show different locations client uses Keyo in

  ● **Transactions per store/location**

○ Number of Transactions

○ Dollar amount of transactions

○ Break it in timelines - lifetime, monthly, etc.

RESOURCES USED:

1. **A light database setup containing mock data using SQL Pro**

DB Name: shinyappsdev

USR: keyo

PWD: j9bA&bAWbGl2

URL: shinyappsdev.c2skb1ax7plf.us-east-1.rds.amazonaws.com

PORT: 3306

2. **Shinyapps.io Login**

U: delna@keyo.co

P: 8BtMrhbqpKky

3. R Studio x64 3.4.0

ACHIEVEMENTS:

1. Successfully setting up database connection using DBI package in R.
2. Creating datasets by querying the existing tables and joining multiple tables.
3. Setting up the initial base for the dashboard including code and UI, which can be reused and enhanced with feedback from the Keyo Team.
4. Deploying the application on shinyapps.io which can be accessed and checked from anywhere.
5. The code contains the connection string which can be easily replaced with another facilitating easy switch to the actual database and getting plots even then.

Below are the screenshots of the rough dashboard that we have :-
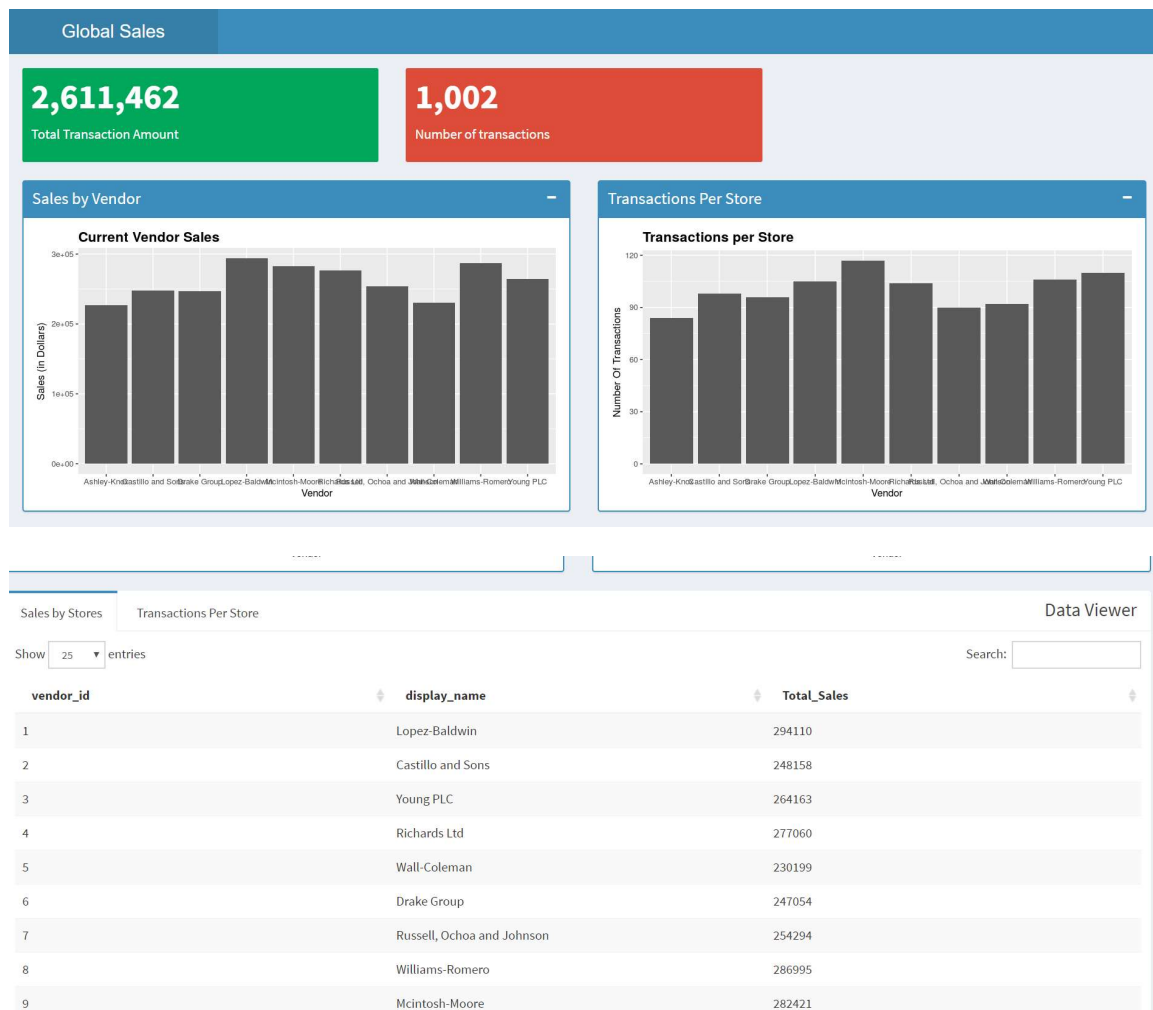
- The first row contains the important KPIs in nutshell
- The second row contains the plots of various metrics as required
- The third row contains the overview of the datasets (in tabs) used to plot the graphs in row 2. It can be sorted in ascending or descending order by the column of choice using the double arrows.
- The purpose of row 3 is to facilitate view of back data that anyone wants to see apart from the dashboard.

CHALLENGES:

1. Setting up connection to the database
2. Fetching records from the result dataset
3. Errors in downloading and using the required packages for the dashboards