Community Name:	M-Bark.mx	Course:	Ensign College IT 340 Winter 2022
Community Type:	A business plan to create	Student:	Carlos Geovani Vigueras Flores

Community Description	Community Purpose	Key products and services created by, offered by, or used by the community	Key community needs that your BI will support
I chose to create a dashboard for a real company that sells products for dogs. They have many needs in regard to the data that they have in social media due to the fact that they haven't grow a lot on social media. My goal will be to help them to analyze data in order to increase the traffic of	We are here to help M-Bark.mx to build a bigger and better network of clients and employers. This is a business that wants to offer the best quality product for dogs and pets at the best price.	Products and services: -Trainer -Travel carrier -Kit Collar -Leash - Clothes for dogs Brands: -K9 Sport Sack -Shed defender	The community of M-Bark.mx recently needs its presence online because of the advantages that networking can bring. We want to build a place where the business owners and the customers can have access to visual dashboards so that they can become a win-win.

Why does this community interests you?	the main reason why I chose to create this community is because I personally know the owners of this business and I want to be able to learn and apply the things that I will learn here to my personal life. I know that this will allow me to help the owners of M-Bark.mx to grow as well as this will give me *real experience* that I can use in the future.

What are the key entities involved with this community?	Engagement – how long the people interact with a post. Revenue per conversion – dividing revenue by conversions allows us to see what the average revenue per conversion is. Post pro Tag – tagging allows a user to identify someone else in a post, photo, tweet, or status update. Impressions – when a user sees an advertisement Reach – the number of people that we reach on the post. Clicks – the number of clicks that our post had. Likes – the number of reactions that the customers interacted with the post. Reactions – the number of people that react and not just saw the post

	Shares – number of people and people who shared your post with others. Comments – the number of people that comment on your post.
How's data being use, can data being used or is data being use by this community?	By building a dashboard with the data base that the social media and their website provides we will be able to answer questions that can help the business to improve a lot such as what are the most engaging posts, what are the least engaging posts, the post that drag more people to our main website, etc.