Definition Document
Email Data

Objective:

The purpose of this document is to create a visualization tool to better analyze the success of Email Data for Maggie Sottero by campaigns, send and open rates, unsubscribe data, link clicks, through rate, retailer visits and customer's locations and behaviors.

Time Frame July 1st, 2021 - Dec 31st, 2021

Device Usage: Desktop and Tablet

User Roles:

- Vice President - full access to the document

- Email marketing team - full access to the document

Priorities: The document will be organized by priorities. These items below will be the main data that will be presented and used for overall analyzes.

	Chart Name (Overarching priorities)	Chart Type (Visualization)	Definition	Description (Why)
1	Top 10 Campaigns Send vs Open Rates	Bar Chart	Send vs Open rates	Identify how many emails are opened
2	Retailer Open Rate	Linear Chart	Pageview increases	Express the growth from the past 184 days
3	Retailer Link Click	Linear Chart	Bounce Rate decreases	Express the decrease from previous 184 days

5	Retailer Click Rate	Linear Chart	Completion Conversion Rate	Express increase from the past 184 days
6	Sessions Per User Type	Linear Chart	Compare new and returning visitors' sessions and pageviews	Express increase from the past 184 days
7	User Vs Completion TREND LINE and BENCHMARK	Line Chart	Compare returning users and purchase completion by month	Express how many returning users are buying the products.
8	New Users Session Duration by Month	Bar Chart	Compare New user's session duration	Express days and months that new users spend the most time navigating
9	Gender	Donut Chart	Compare Female and Male users	Compare user's genders

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1	Top 10 Campaigns Send vs Open Rates	Bar Chart	Users increases	Express the growth from the past 184 days
2	Pageviews	Linear Chart	Pageview increases	Express the growth from the past 184 days
3	Bounce Rate	Linear Chart	Bounce Rate decreases	Express the decrease from previous 184 days

5	Conversion Rate	Linear Chart	Completion Conversion Rate	Express increase from the past 184 days
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4	Conversion	Linear Chart	Conversions/ Ecommerce/ Overview	Express increase from the past 184 days
5	Conversion Rate	Linear Chart	Completion Conversion Rate	Express increase from the past 184 days
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