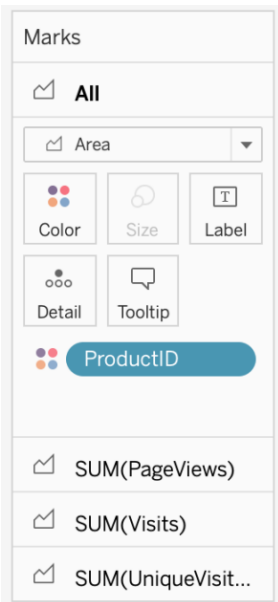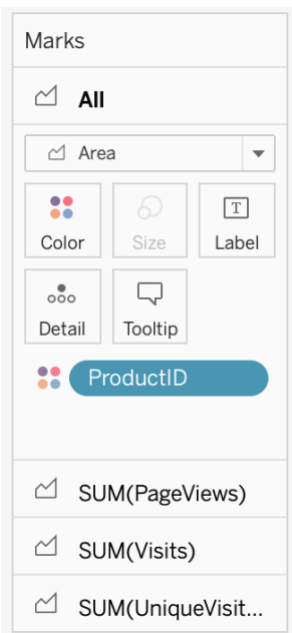# Reporting Design

(1) User should be able to select multiple sites and devices to compare performance

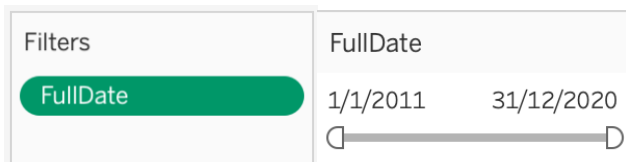For multiple sites, put Productid into Color


For multiple sites, put Devicename into Color

(2) User should be able to select a date range OR prior day range (e.g., Last 30 days) – time range in tableau

Put the fulldate into Filters as Range filter in tableau and choose Show Filter

| Filters	FullDate	
FullDate	1/1/2011	31/12/2020

(3) Site metrics to use are PageViews, Visits, Unique Visitors

Put Fulldate into Columns and put SUM(PageViews), SUM(Visits) and SUM(UniqueVisitors) into Rows

⠿ Columns	DAY(FullDate)		
☰ Rows	SUM(PageViews)	SUM(Visits)	SUM(UniqueVisitors)
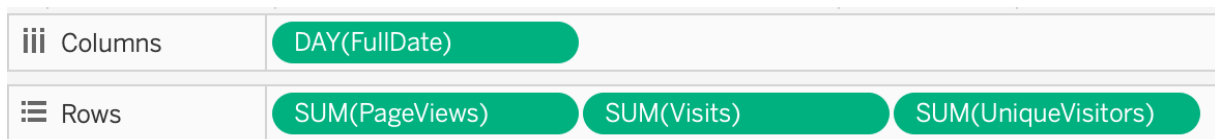
Put Productid (or Deviceid) into Columns and put AVG(PageViews), AVG(Visits) and AVG(UniqueVisitors) into Rows
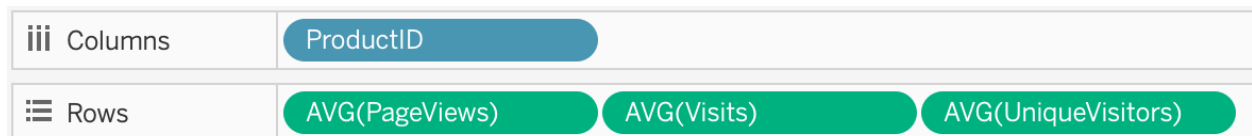
⠿ Columns	ProductID		
☰ Rows	AVG(PageViews)	AVG(Visits)	AVG(UniqueVisitors)

Put Productid(or Deviceid) into Columns and put SUM(PageViews), SUM(Visits) and SUM(UniqueVisitors) into Rows

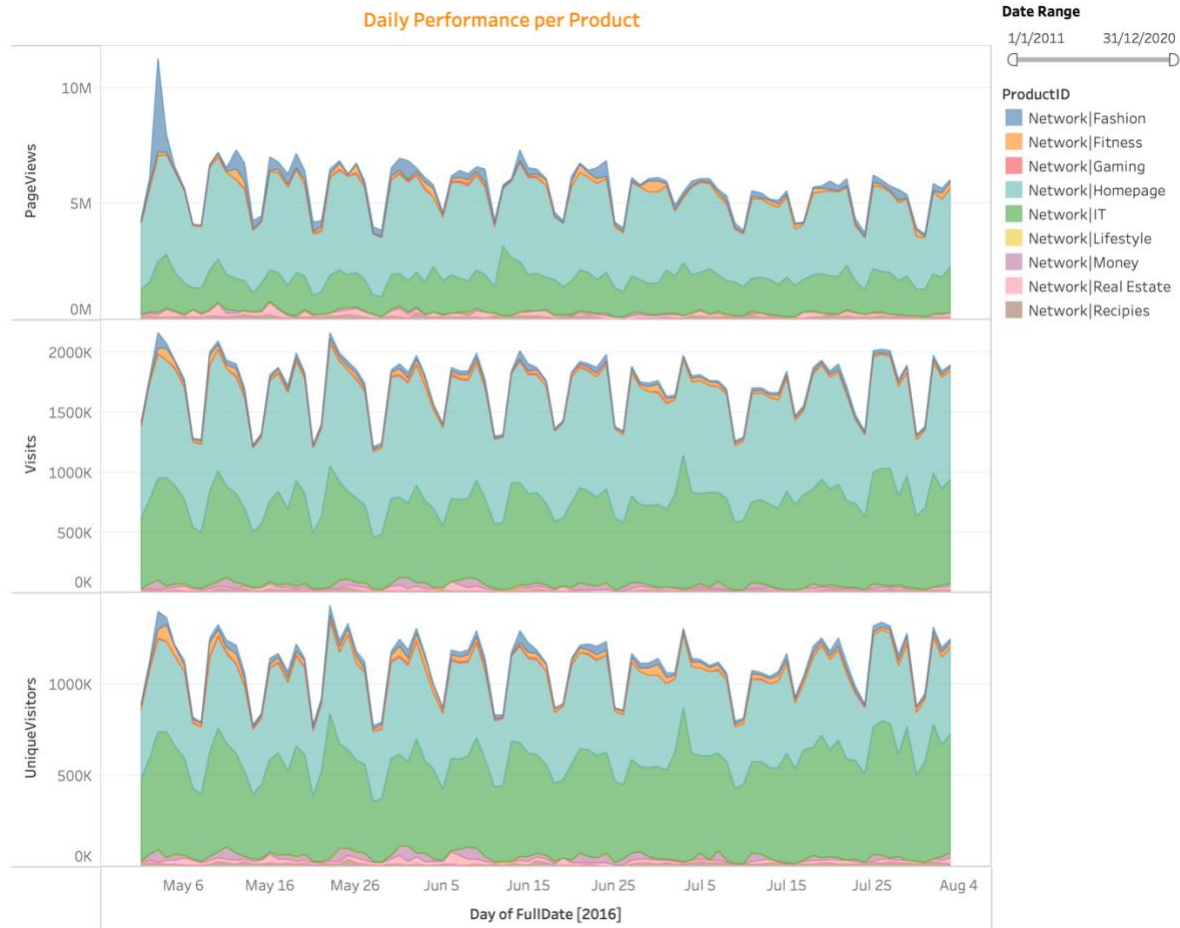| ⠿ Columns	ProductID		
☰ Rows	SUM(PageViews)	SUM(Visits)	SUM(UniqueVisitors)
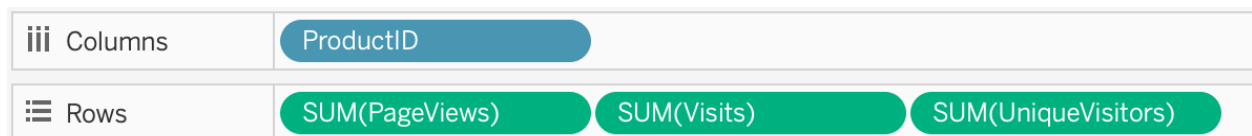
(4) Should use only LedgerName = 'Actual'

Click data source, choose 'Add Data Source Filters', add a new filter, choose 'LedgerName', tick 'Actual' and click 'OK'

This filter can also be put into 'Filter' panel in WorkSheet directly.

Reporting Implementation

(1) Daily Performance per Product

The dashboard shows the number of PageViews (Views, UniqueVisits) per day for each product. You can select the date range in the "Date Range" bar in the upper right corner. In addition, you can select the properties of all products or one or more specific products in the "Products" bar. In addition, for the chart itself, detailed information is displayed when the mouse hovers over a specific part.

The reason why I designed it this way is because in this diagram, it is easy to see the changes in daily visits, and it is also easy to compare visits between different products.

(2) Daily Performance per Device

This dashboard shows the daily PageViews (number of Visits, number of UniqueVisitors) for each device name. You can select the date range in the "Date Range" bar in the upper right corner. In addition, you can select the performance of all devices or one or more specific devices in the "Devices" bar. In addition, for the chart itself, detailed information is displayed when the mouse hovers over a specific line.

The reason why I designed it this way is because in this diagram, it is easy to see that the number of visits per day is changing, and it is also easy to compare the number of visits between different devices.

(3) Average Performance per Product

Average Performance per Product

	Fashion	Fitness	Gaming	Homep..	IT	Lifestyle	Money	Real Estate	Recipies
Avg. PageViews	68,600	30,419	4,169	881,942	381,694	242	8,719	35,643	27,843
Avg. UniqueVisitors	6,147	6,184	872	115,335	133,931	182	5,158	4,339	3,491
Avg. Visits	6,632	6,597	1,024	222,684	179,573	191	5,660	4,605	3,803

ProductID
- Fashion
- Fitness
- Gaming
- Homepage
- IT
- Lifestyle
- Money
- Real Estate
- Recipies

Sheet 2

The dashboard shows the average performance of each product over all time periods. In the table in the upper left corner, it shows the specific value of each part and the distribution of each product in the histogram. In addition, you can select all products or one or more specific products in the "Products" column in the upper right corner.

The reason why I designed the dashboard as a combination of a table and a histogram is because it is more obvious to look at the distribution in the histogram than in the table. However, due to the scale, some data looks very close to 0 in the histogram. In this case, certain values can only be displayed in the table, such as "lifestyle".