

Sprint 2

DIG

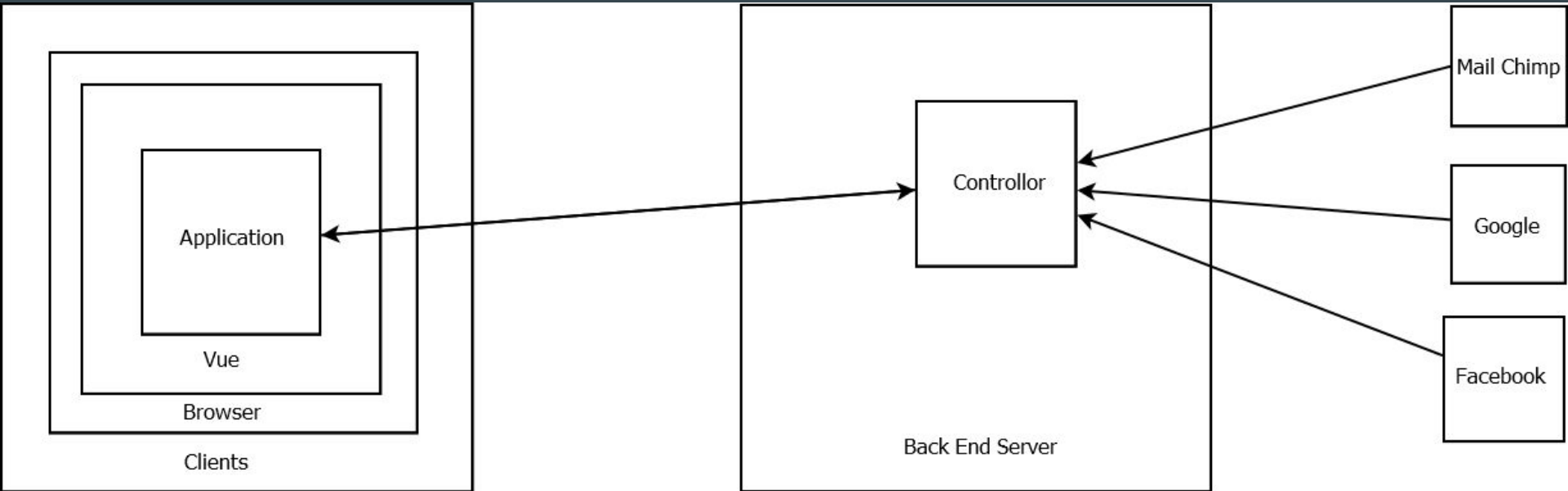
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Project Summary

A web application that tracks a brand's site analytics, marketing, and other data in near-real time. Using Dashboard-type visuals, this program will help visualize the customer experience for a brand.

Software Architecture Overview



Intended and Actual Progress - Alex

- Google Analytics - Done
 - Create API call
 - Create and format a report
- Create API Controller - In Progress

Intended and Actual Progress - Josue

- MailChimp stage 1 - Done
 - Create MailChimp test analytics and data and test with Postman
 - Create API call to get data in app
 - Create and format a report
 - Reformat MailChimp json file to align with frontend
- Mailchimp stage 2 - In Progress
 - Reformat MailChimp json file to align with frontend
 - Get rid of unnecessary data



```
merge_fields: {
  "href": "https://us17.api.mailchimp.com/schema/3.0/Definitions/Lists/Members/MergeFieldsDict.json"
},
interests: {
  "type": "object",
  "title": "Subscriber Interests",
  "description": "The key of this object's properties is the ID of the interest in question.",
  "additionalProperties": {
    "type": "boolean",
    "title": "Interest Value",
    "description": "Keys are interest IDs, values are booleans that describe whether the list member is in that group or not."
  }
},
language: {
  "type": "string",
  "title": "Language",
  "description": "If set/detected, the [subscriber's language](https://mailchimp.com/help/view-and-edit-contact-languages/)."
},
vip: {
  "type": "boolean",
  "title": "VIP",
  "description": "[VIP status](https://mailchimp.com/help/designate-and-send-to-vip-contacts/) for subscriber."
},
location: {
  "type": "object",
  "title": "Location",
  "description": "Subscriber location information.",
  "properties": {
    "latitude": {
      "type": "number",
      "title": "Latitude",
      "description": "The location latitude."
    },
    "longitude": {
      "type": "number",
      "title": "Longitude"
    }
  }
}
```

KPI'S:

-Email: Open rate, Click through Rate,
Conversions (Donations) -Ads: CTR,
Conversions -Donation Activity: Number of
transactions, total revenue, average gift

Intended and Actual Progress - Linhao

- Installation of vue.js framework with Element plus UI - Done
 - Vue 3.0
 - Element Plus
- Install Google Chart for the visualization of the data display - Still in progress
 - Installation of Google Chart - Done
 - Compatibility between Vue 3.0 and Google Chart - Need more research
- Front-End Server establishment - Done
 - Able to run the serve and see the pages - Done
- Page layout design - Still in progress
- Front-End Back-End Connection - Still in Progress

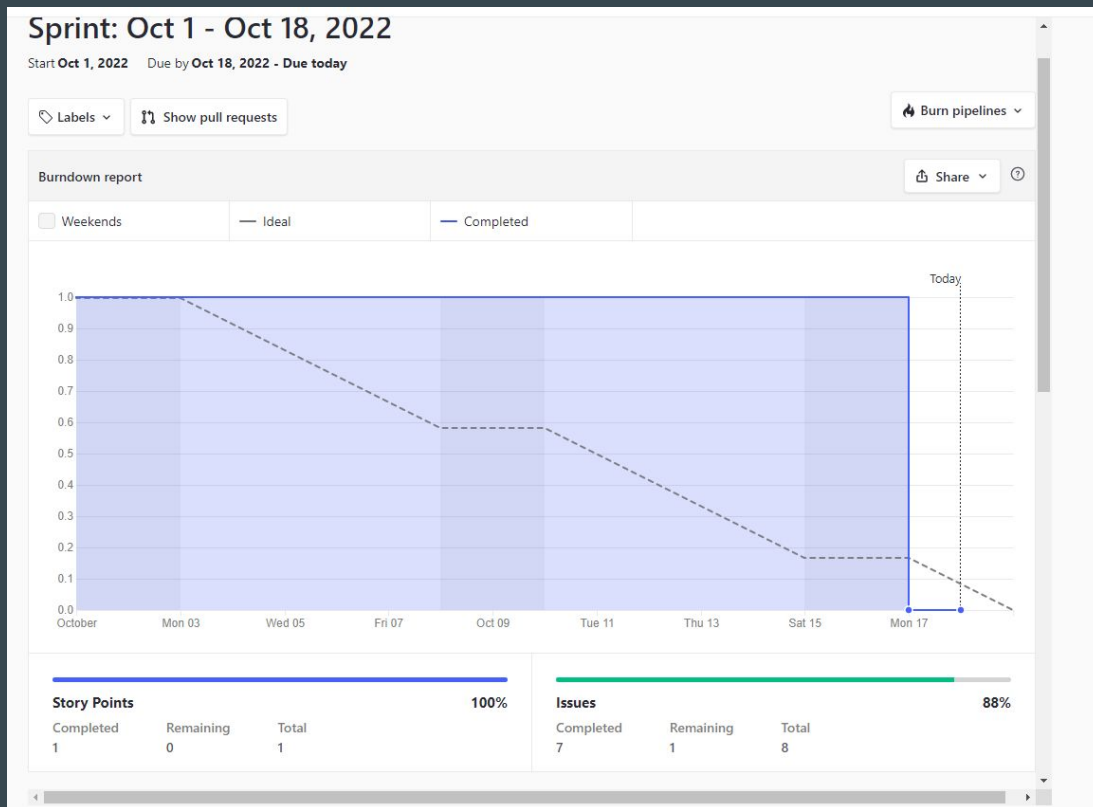
Incomplete

- Create API Controller
- Implement Google Chart
- Main Page Layout design
- Front-End Back-End connection

Completed

- Facebook Analytics Research
- Created Dummy Test Accounts for Mailchimp Analytics
- Pull data from Google Analytics
- Pull data from MailChimp and created Get Requests on app
- Get Click throughs from Mailchimp
- Jsonify
- Base Api Phase 1

Burndown Chart



Sprint 3 Projected Progress

Overall Goals:

- Frontend
 - Test data visualization
 - Main page layout
- Data Controller
 - Connecting the front end to the backend



Individual Goals

- Alex
 - Connecting the front end to the backend
 - Phase 2 of Base Api Creation
- Josue
 - Connecting the front end to the backend
 - Refining Json file to get exact data needed based on kpis
 - cleaning up the data
 - Look into Campaign Monitor to see feasibility on pulling data
- Linhao
 - Test data visualization
 - Main page layout

Questions