
Team DIG: Customer Experience Dashboard

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Abstract:

A customer's experience with a brand can be hard to visualize and quantify, especially when there are so many ways of interacting and forming experiences with a brand. That is why Team DIG's Customer Experience Dashboard project intends to provide a view of the average customer experience, collecting data relevant to a brand and displaying that data in an easy to understand dashboard. We gather data via the APIs provided from Google Analytics, Mail Chimp and Campaign Monitor to monitor a user's experience with a site and email champions to get an understanding of how users interact with the brand. The results of this project showed us that it was possible to get a generic overview of a brand and that it was possible to have a comprehensible dashboard that implements a number of different analytics APIs.